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MOTION PICTURE

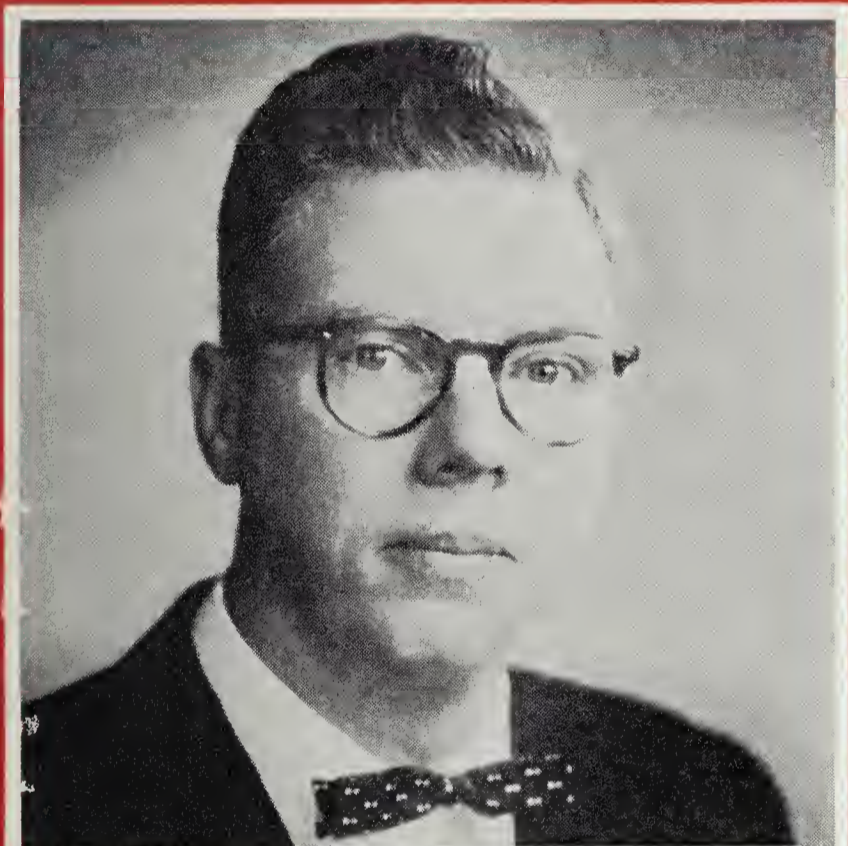
# EXHIBITOR

APRIL 15, 1964

Volume 71

Number 14

IN TWO SECTIONS • THIS IS SECTION ONE



## Allied, TOA Move Toward Unity

(See Page 6)

## Physical Theatre- Extra Profits Dept.

John Rowley, top, president of TOA, and Jack Armstrong, president, Allied States Association, reported that the two exhibitor organizations had taken a "tremendous step" forward on the road toward unity in special meetings conducted in Chicago.

**GIANT STEP IN CHICAGO . . .** see editorial—page 4

# TWO LETTERS THAT DESERVE ALL-INDUSTRY ATTENTION..



Address Reply to the  
Division Indicated  
and Refer to Initials and Number

WHO:WDK:MS  
60-6-86

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D.C. 20530

April 7, 1964

Mr. Jay Emanuel, Publisher  
Motion Picture Exhibitor  
Jay Emanuel Publications, Inc.  
317 N. Broad Street  
Philadelphia 7, Pennsylvania

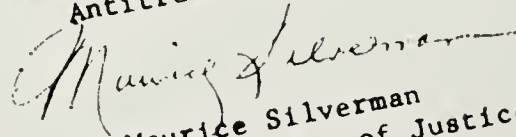
Re: United States v. Paramount  
Pictures Inc., et al.

Dear Mr. Emanuel:

The Federal Trade Commission, as it has advised you, has sent us copies of your letters of February 20, 1964, and February 21, 1964, to the Commission. As your letter of February 20 to the Commission indicates, the judgments presently in force in the Paramount case do not contain provisions requiring the screening of pictures in advance of licensing.

Sincerely yours,

WILLIAM H. ORRICK, Jr.  
Assistant Attorney General  
Antitrust Division

  
By: Maurice Silverman  
Attorney, Department of Justice



# REX

April 4, 1964

Evansville, Wisconsin

Phone 103 or 803-W

MOTION PICTURE EXHIBITOR  
317 North Broad Street  
Philadelphia 7, Pennsylvania

Gentlemen:

### WHERE IS IT GOING TO END?

How much is a small town theatre account worth to a film Distributor? From all indications of late, the answer is simple; "Not much."

My case in point is this. We buy and book our pictures about two to three months in advance for the purpose of having a monthly calendar printed and circulated in our area. These cost money as any Exhibitor knows and they carry much of the good will of the theatre into the homes.

Last January we bought and booked two OLD pictures from Distributor "X" for exhibition on Easter day, March 29. On March 16th we receive a letter from Distributor "X" telling us these pictures have been canceled because they "have been sold to television." 3,500 calendars went out with the wrong picture shown on them.

On December 17, 1963 we bought and BOOKED a picture from Distributor "Y" for exhibition on April 24 and 25. On March 29th we receive a letter from Distributor "Y" saying that this date has been cancelled. Reason: all prints were being shipped to a large city for a saturation campaign. Again, 3,500 calendars printed and circulated.

Today, I received a letter from Distributor "Z" saying that a picture that I bought and booked from them March 6th for exhibition on May 29-31 has been canceled. Reason: "booking problems."

### WHERE IS IT GOING TO END? It is going to end in continued decreasing grosses and shuttered theatres.

It is time that exhibitor organizations brought some pressure to bear against these breaches of contracts. Read the small print on these contracts, as I DO, and you will see that your signature binds only the Exhibitor to that contract. The Distributor, in most cases, is as free as a bird.

Thank you for hearing this grievance.

Kindest regards,  
*James E. Kennedy*  
James E. Kennedy

Permission granted for  
reprint of this letter  
by publisher. *J.E.K.*

## EDITOR'S NOTE:

We reproduce these two letters, one from an exhibitor and one from a federal agency, in the hope that a general industry awareness of such problems can lead to their solution. MOTION PICTURE EXHIBITOR has fought blind bidding editorially for a long time, and in the absence of federal power to stop the selling of pictures in this fashion, it would seem that the problem can be handled best by a united exhibition effort. This is one reason why the TOA-Al- lied meeting in Chicago as the first step toward unity is so welcome. Likewise, it has always been our feeling that both buyer and seller must live up to contract provisions if the industry is to grow.

# The Trade Paper Read by Choice—Not by Chance

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APRIL 15, 1964

## A GIANT STEP IN CHICAGO

THERE IS SOMETHING SAD about the fact that so many human beings tend to concentrate on those things that make them different from each other and to ignore those equally important things that make them similar.

Organizations are really nothing more than human beings banding together for common goals and so are subject to the same difficulties. That is why there is an added sense of satisfaction and feeling of accomplishment when men come to the realization that their best interests can be served more effectively through cooperative action than through strife.

Many persons whose lives and livelihoods are wrapped up in the motion picture industry are basking in that kind of satisfaction this week, and one need look no further than the windy city of Chicago to realize why. It was in that city that a meeting took place that could well be exhibition's finest hour and a boon to the entire industry.

Representatives of the two great exhibitor organizations, National Allied and Theatre Owners of America, looked past the differences that had divided them for so many years and discovered the far more pressing reasons why they should band together to give theatremen a single powerful platform from which to speak.

Oh, all the details haven't been settled as yet, and a lot of people are probably holding their breath in fear that the bubble of cooperation will burst, but the joint statement issued by Presidents John Rowley and Jack Armstrong gives every reason for optimism.

To our way of thinking, one sentence in particular bears repeating. It has the ring of reason, and reason is too often absent in times of stress. Armstrong and Rowley state, "*There are no insurmountable obstacles that cannot be resolved.*" This is the only attitude that can lead to progressive action. There are enough voices of doom in the motion picture industry. There are enough men who are licked before they start.

While the details of this historic merger are being worked out, Allied and TOA are not standing still. An executive committee headed by both Presidents will function in all matters of common interest, and that too is a great step forward.

This is an important step for exhibitors everywhere, and it is right that the mechanics whereby a new organization will come into being be carefully mapped. Exhibitors are faced with many problems and must fight for their rights on many fronts. The one weapon missing from their arsenal until now has been unity and singleness of purpose. Now that that weapon has been forged, there is no problem so great that it cannot be solved.

Of course, the merger of Allied and TOA is really just a first step. In order to be really meaningful, it will require the support of every theatremen. Those who are content to stand on the sidelines and let others fight their battles make progress that much more difficult. The real enemies are complacency and indifference.

## AN EDITORIAL POT-POURRI

NOW FOR A WRAP-UP of those little editorial thoughts that seem to pile up every so often. We see where producer Stanley Kramer of "It's A Mad, Mad, Mad, Mad World" refused to permit a Pittsburgh theatre playing his picture to advertise a forthcoming Bronston attraction, "Circus World," in its lobby. Recently, we characterized some exhibitors as knuckleheads. The breed can now be expanded to include other branches of the industry as well. We admire Mr. Kramer's "chutzpah" (nerve to you), but may we remind him that theatres must worry about tomorrow as well as today. "Mad World" may be his only concern, but exhibitors are forced by necessity to look beyond that. If they can't it really is a "Mad World."

On more than one occasion, we have rapped certain press-book ads as unimaginative, dull, and worthless to the great majority of theatres. It's pleasant to be able to report a definite improvement, particularly on films being released by United Artists and Universal. We have been following their ads closely, and have also been checking their effect in newspapers. Generally, Universal and UA ads steal the amusement page. Most important, they are providing eye-catching, effective ads in smaller sizes, and that is good news for most theatres. Keep up the good work, gentlemen. It is appreciated.

Had a vacation recently? Whether you spent it in a posh resort or a shack in the woods, chances are the operators

were presenting regular 16mm showings of theatrical films for their guests. Add to this the showings in colleges, schools, luncheons, etc., and you have a real problem for theatres forced to pay top terms and charge top admission prices. Admittance in most cases is supposed to be restricted to students or members or patrons, but that just isn't always the case. The cumulative effect of these non-theatrical showings can't help but hurt theatres. Sidney Cohen of N. Y. Allied has been a leading figure in this fight, but no one man ever won a war. It takes a united effort. Naturally, there are cases where 16mm films are shown to shut-ins, etc., and no one minds that. It's the unjustified competition that is riling exhibitors.

An exhibitor friend describes the method by which he finally was allowed to bid for pictures. First they looked him over. Then they took his fingerprints and checked the labels in his suits. Then they asked if he ever had mumps, erysipelas, or fainting spells, and checked the condition of his heart. To top it off, they verified the size of his bankroll. Finally, they decided to give him an opportunity to bid. "Gee, I'm so lucky," he exclaimed. His competitor, who had already tried it, offered this advice. "*Why not really tickle your palate. Instead of bidding, feast on skewered baby octopus, chocolate covered ants, and fried grasshoppers.*" As Luke McGlook says, "*Some people never take advantage of their friends—because they don't have any.*"

# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

Morris Lefko, MGM vice-president and general sales manager, became a grandfather for the first time. His granddaughter, Lee Ann Lefko, daughter of his son Robert and daughter-in-law Cynthia, was born in Mount Sinai Hospital, and weighed seven pounds, six ounces.

### Obituaries

Secretary of State Charles F. Carpentier, 67, veteran Illinois Republican leader, died of a heart attack in St. John's Hospital, Springfield, Ill. In private life, he was a motion picture theatre operator in East Moline, Ill. Survivors include his wife, a son, State Senator Donald Carpentier, of East Moline; and a daughter.

Mrs. Dorothy Galanter, sister of Jerome Winberg, with the Balaban and Katz booking department, Chicago, died. Other survivors include her husband, a son, two sisters, a brother, and three grandchildren.

Mrs. Esther Spierer, sister of Universal vice-president David Lipton, died in Chicago. Survivors include her husband, a daughter, and three brothers.

### "No Look" Deals Hit

MINNEAPOLIS — All officers of North Central Allied were reelected at the annual convention. Changes on the board include the election of George Jonckowaski, New Prague, Minn.; and R. L. Buckley, Red Wood Falls, Minn. Retiring were Gay Hower and Lowell Smoots.

President Ray Vonderhaar urged that people in production, distribution, exhibition, and allied fields get "personally involved" in a campaign aimed at developing an expanded market "through the building of a keener awareness of motion pictures and increasingly favorable attitude towards films and theatres."

"I am asking," he said, "that we, as an industry, pledge ourselves to positive growth, breaking away from the self-defeating formulas which have tended to check creativity and impede diversification."

Vonderhaar called for a united industry, "welded together through divisional cooperation rather than divided through competition between its segments."

Jack Armstrong, National Allied president, and Milton London, national executive director, were among others who addressed the convention.

Following a talk by Ben Berger, the convention passed a resolution condemning "exorbitant film rentals, particularly the 60 per cent no-look deals" said to affect particularly the small towns. The resolution urged National Allied to secure a change in the policy, thus giving all theatres the opportunity "of purchasing the top motion pictures at prices their business justified."

A. C. Childhouse, San Francisco, chairman of the California Crusade For Free TV, urged support of the campaign in that state. He declared that the advent of pay-tv would spell disaster for exhibition.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., APRIL 13

### "Jones," "Cleo" Head Lists; Poitier, Neal Honored

SANTA MONICA, CALIF.—"Tom Jones" and "Cleopatra," from United Artists and 20th-Fox respectively, took four Oscars apiece in Hollywood's big show, the Academy Award presentations. The big news, however, was the even race, with just about every nominee honored by members of the Academy.

"Tom" was voted best picture; Tony Richardson earned the best director award for the film; and it also captured original music score and best screenplay awards. "Cleopatra" was honored for art direction, color cinematography, costume design, and special effects.

Acting honors went to Sidney Poitier, best actor, UA's "Lilies Of The Field"; Patricia Neal, best actress, Paramount's "Hud"; Melvyn Douglas, best supporting actor, "Hud"; and Margaret Rutherford, best supporting actress, MGM's "The VIP's."

Federico Fellini's "8½," Italy's entry, was voted the best foreign film, "Call Me Irresponsible," from Paramount's "Papa's Delicate Condition," with music by James Van Heusen and lyrics by Sammy Cahn, was the best song. Following closely behind the leaders were "Hud" and MGM's "How The West Was Won," with three awards each. "Hud" won for black and white cinematography, and "West" took honors for best editing, sound, and original story and screenplay.

In addition to best foreign film, "8½" also won for black and white costume design. UA's "Irma La Douce" won a music scoring award for Andre Previn, and UA's "It's A Mad, Mad, Mad, Mad World" won for sound effects. Warners' "America, America" was honored for best black and white art direction.

Producer Sam Spiegel received the coveted Irving Thalberg Award.

### "MOLLY BROWN"

MGM's "The Unsinkable Molly Brown" is a picture to delight audiences everywhere. Happy, tune-filled, and lavishly presented, it should give a ringing account for itself at theatre boxoffices and send audiences out of the theatre whistling the tunes and happy they left the living-room for an evening out.

Debbie Reynolds is a perfect Molly Brown, boisterous and lovable, and newcomer Harve Presnell should flutter feminine hearts with his vigorous appeal and thrilling voice. Production and direction by Lawrence Weingarten and Charles Walters are eye-filling, and things move along at a clip that doesn't permit attention to lag, even though a bit of tightening might have resulted in an even better film.

Book "Molly Brown." She won't disappoint you.

JAY EMANUEL



## BROADWAY GROSSES

### They Love James Bond

NEW YORK—James Bond captured Broadway with "From Russia With Love" opening sensationally at the Astor and in its "Showcase" break. Business held up in most of the other first-runs.

"PARIS WHEN IT SIZZLES" (Paramount). Paramount stated the opening week was \$23,000.

"THE WORLD OF HENRY ORIENT" (United Artists). Radio City Music Hall, with usual stage show, reported \$95,000 for Thursday through Sunday, with the fourth week going to \$145,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille claimed the third week at \$28,000.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama garnered \$22,000 for the 21st week.

"FROM RUSSIA WITH LOVE" (UA). Astor stated the opening week was \$35,000.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria announced \$25,000 for the 10th week.

"SEVEN DAYS IN MAY" (Paramount). Criterion stated the eighth week was \$14,000.

"CLEOPATRA" (20th-Fox). Rivoli did \$16,000 on the 40th week.

"CAPTAIN NEWMAN" (U). RKO Palace stated the third week was \$9,500.

"BECKET" (Paramount). Loew's State did \$40,000 on the fifth week.

### Subsidy Plan Revived

HOLLYWOOD—The producers, representing management, have given unions and guilds, representing labor, until May 8 to reconsider revitalizing the labor-management setup dissolved Feb. 2 by mutual consent, as the first move in developing economic measures for stepping up production in the United States.

Plans call for the creation of an all-industry bank, details for which have not yet been worked out, but exhibition and unions may both contribute in some way.

### Pay-TV Suit Attacked

LOS ANGELES—Attorneys for the Crusade for Free TV filed notice in the United States District Court that on April 27 they will move to dismiss the amended \$117,541,500 anti-trust suit filed against the Crusade and allied exhibitor groups by Subscription Television, Inc.

Judge William C. Mathes dismissed the original action and at the same time permitted Subscription Television, Inc., to file the amended complaint.

Harry Swerdlow, attorney for the defendants, claimed that the amended complaint is "substantially similar" to the original complaint which was dismissed. "It is clear that they—Subscription TV—are merely reaching for straws," he alleged.

# Allied, TOA Move Toward Unity

## "Tremendous Step" Forward Taken At Special Meetings; Rowley, Armstrong Head Interim United Committee

CHICAGO—Jack Armstrong, president of Allied States Association, and John H. Rowley, president of Theatre Owners of America, following a special meeting here, said that a "tremendous step" forward had been taken by representatives of both organizations. They said an agreement in principle had been reached as to the basic framework of a new national trade association representing all theatre owners.

Special sub-committees will be appointed immediately to develop the details. The proposed organization's structure will be submitted to the respective boards for discussion and consideration, and additional meetings will be held to finalize all details.

In the interim period, until consolidation has been completed, a joint executive committee to be headed by the presidents of Allied and TOA will be established to act and speak for united exhibition on all national issues of common interest.

Rowley and Armstrong said their respective boards and executive committees would be polled immediately for authorization and approval for the formation of the joint interim operating executive committee.

"All of us . . . are extremely optimistic of the fulfillment of the common objectives of one strong national association of motion picture exhibitors," they said. "There are no insurmountable obstacles that cannot be resolved in the opinion of the committee."

Attending the meeting for Allied were Ben Marcus, Wilbur Snaper, Marshall Fine, Milton London, and Armstrong.

For TOA, in addition to Rowley, were George Kerasotes, Myron Blank, and Joseph Alterman.

## Loew's Names New Execs

NEW YORK — Bernard Diamond, general manager, Loew's Theatres, Inc., has announced the promotion of William Trambukis, manager, Loew's State, Providence, R. I., to northeastern division manager. Trambukis will supervise Loew's Theatres in New Haven, Boston, Providence, Rochester, Syracuse, Buffalo, Springfield, Worcester, Waterbury, Hartford, and Bridgeport. He has been associated with Loew's for 22 years.

At the same time, the appointment of Herbert Brown as mid-western district manager was announced. He will headquarter at Loew's State, Cleveland, which will be under his direct supervision. His territory will include Toledo, Akron, Columbus, Dayton, and Indianapolis.

## U's Finn To Denver

DENVER—John W. Finn, Universal salesman in Boston since 1958, has been promoted to the post of branch manager in Denver, to replace Murray Gerson who is leaving the company, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures Company.

Finn held posts with Columbia and Daytze Theatres before joining Universal.

## Allied-TOA Brief Accepted In Viking "Split" Suit

CHICAGO—The granting by the U. S. Supreme Court of the motion for leave to file a brief as amici curiae in the Viking case by Theatre Owners of America and Allied States Association was hailed by the presidents of the two exhibitor organizations.

The motion and brief for TOA and Allied were prepared and filed by Herman M. Levy, as independent counsel.

John Rowley, TOA president, and Jack Armstrong, president of Allied, in a joint statement, said:

"The Supreme Court's acceptance of Allied and TOA as amici curiae gives almost two-thirds of the theatres in the United States, which are not parties to the Viking case and not a part of the Philadelphia territory, an opportunity to have their views as to the validity of splits presented to the court. We feel it is important for the court to know the impact of its decision on the entire motion picture industry."

## NGC Promotes Latsis To Direct Publicity-PR

BEVERLY HILLS, CALIF.—Peter C. Latsis has been named publicity-public relations director of National General Corporation, it is announced by Robert W. Selig, vice-president of theatre operations for the 220-theatre circuit.



LATSIS

Latsis is a former Chicago Herald-American newspaper reporter who joined Fox West Coast Theatres in 1945 in theatre operations. He moved into the advertising department in 1946 and was promoted to assistant advertising-publicity director in 1955. In 1958, he was named press representative for National Theatres, and in 1963 he was appointed press relations director of National General Corporation.

Selig previously announced the appointment of Robert G. Sweeten of Denver as advertising-promotion-exploitation director, succeeding Paul Lyday, who resigned as NGC's advertising-publicity chief to join the Disney organization.

In further department realignment, Selig said Joe Vleck's enlarged areas of responsibilities would be announced later.

## Cumulative Voting Opposed

NEW YORK — American Broadcasting-Paramount Theatres board has voted for elimination of cumulative voting in the election of directors. It will ask stockholders to support its action at a special meeting immediately before the regular session May 19. The change will require the vote of 51 per cent of outstanding stock.

## Leader Of Women's Clubs Cites Case Against Pay-TV

LOS ANGELES—Mrs. Edwin F. Bryant, unopposed candidate for president of the California Federation of Women's Clubs declared that the Federation opposition to pay-tv stems from 10 years of investigation. She is expected to take office June 1.

Speaking in Newport Beach before the San Bernardino District of the Federation, Mrs. Bryant said the Federation's stand was based on these main points:

"Free education for all is a part of our American democratic tradition. Now pay-tv tells us that they plan to be the major suppliers of programming for education television stations. In some of our country educational television is already available as it should be—free of charge.

"The three major networks are on record against pay-tv. They say they would eventually be forced to go into pay-tv or go out of business.

"People from every walk of life and from every economic level can enjoy the best on free-tv as it now is. Pay-tv would curtail this precious freedom which is now ours.

"The excellent free-tv programs broadcast from around the world, keep the illiterate informed as well as the highly educated. Voters, regardless of income, learn to know their candidates by seeing and hearing them on free-tv.

"Great music, great personalities, and great ideas enter the American home through free-tv.

"Four million California homes enjoy this free-tv blessing. It is an essential part of every day life in America today. It gives families mutual enjoyment and helps keep teenagers off the streets. It provides knowledge, beauty and entertainment for all in the Democratic way.

"Pay-tv would eventually wipe out the blessings for the low income group—which is the majority—who need these advantages and opportunities most.

"There would be no restrictions on the telephone kind of pay-tv planned for California such as provided by the Federal Communications Commission for broadcasts over the airwaves. With pay-tv, there would not be the requirements of good taste, truthful advertising, and political fairness.

"Watching commercials on free-tv is a small price to pay for the great benefits of free-tv.

"With pay-tv competing with free-tv, those with most money would get the best programs and the poor programs would be left free for those with modest income."

## Giroux Heads AA In N. Y.

NEW YORK—Steve Broidy, president of Allied Artists Picture Corp., announced that Claude A. Giroux, chairman of the board of directors, will now head up the company's executive operations in the east, making his headquarters in the New York office.

Giroux stated that he intends to devote himself fully to the activities of the film business. Prominent in the field of investment and finance, he first became a member of Allied Artists' board in May, 1962.

## Non-Theatrical Showings Attacked By TOA, Allied

NEW YORK—In a current bulletin, Theatre Owners of America stated it is gathering information on exhibitors' experiences in combatting non-theatrical showings, thus joining National Allied and some Allied units in their move against this "serious threat to motion picture theatres."

The TOA states, "The increase in the showings of feature pictures without charge, or at very low prices, in schools and colleges, as well as in churches, is posing a serious threat to motion picture theatres. Frequently, when such a situation is eliminated in one area, it will spring up in several other localities."

"Current 'sore spots' called to our attention are Kansas State College, Pittsburgh, Kans.; University of Richmond, Richmond, Va.; and Idaho State University, Pocatello, Idaho, among others

"The situation has been aggravated by the availability of newer pictures to the schools, plus the installation of the most modern equipment, including Cinemascope.

"A midwest circuit recently reported that a 20th-Fox picture had to be pulled at a downtown theatre because it had been booked to play a college just prior to the theatre engagement. An executive regarded the situation as having become more dangerous than that of the military bases, because the film was shown free of charge at the school.

"An effective form of relief from this sort of competition has been found in conferences with college authorities. This was accomplished in both Connecticut and Virginia. An editorial in the Kansas State College newspaper, *The Collegio*, recognized the plight of the commercial theatres and pointed out that local businesses had contributed to the college in the form of scholarship donations and building taxes; and the Dean of Administration was quoted as saying that an attempt would be made to settle present disputes.

## Technical "Oscar" Presented

HOLLYWOOD—A Class III Scientific or Technical Award to Douglas A. Shearer and A. Arnold Gillespie of Metro-Goldwyn-Mayer Studios for the engineering of an improved background process projection system was announced by Arthur Freed, president, Academy of Motion Picture Arts and Sciences.

# IFIDA Rejects Ban On 16mm Shows; Okays "Reasonable" Clearance Plan

## What Community Standards? Supreme Court To Decide

WASHINGTON, D. C.—The U.S. Supreme Court reargued the obscenity case of Nico Jacobellis, Cleveland Heights, Ohio, theatre manager, for possessing a print of "The Lovers."

The discussion settled into a argument of whether community decency standards should mean just that or should be interpreted to mean national standards.

Ephraim London, attorney for Jacobellis, argued that the film can't be judged obscene by any constitutional standards because it has played in 100 cities. He argued that the film could never have been convicted under federal law.

## New Post To Fox's Hift

NEW YORK — The appointment of Fred Hift as director of European production publicity is announced by James Rosenfield, Jr., vice-president and national director of advertising, publicity, and exploitation for 20th Century-Fox.

In his new position, Hift will be stationed in London, headquarters of the European Fox production organization headed by Elmo Williams, managing director. He will be in charge of all production publicity personnel and activities on films being made by the company in Britain and on the Continent.

For the past year and a half, Hift has been European advertising-publicity director for the company, stationed in Paris.

His new London post as director of production publicity was created in recognition of the company's vastly expanded production schedule which includes the production of three roadshow pictures in Europe—"Those Magnificent Men in Their Flying Machines," "The Agony and the Ecstasy," and the Austrian location filming of "The Sound of Music."

## Frank Joins Embassy-TV

NEW YORK—Fred R. Frank, Jr., has been appointed southern sales manager for Embassy Pictures' television department, headquartered in Miami, it was announced by E. Jonny Graff, vice-president in charge of television.

NEW YORK — Acting on behalf of the IFIDA board of directors, Michael F. Mayer, executive director, issued the following statement in reply to attacks of various exhibitors and exhibitor organizations on the licensing of 16mm films to colleges and religious organizations:

"Our organization has considered at length the complaints of various exhibitors and exhibitor organizations aimed at the distribution of foreign features in 16mm. We wish to make our policy in regard to this matter crystal clear. We are not unsympathetic with the problems of exhibition. Exhibitors are our valued customers and we deal with them every day. Furthermore, some of our members have theatre holdings and this means that they share the problems of other exhibitors.

"We are obligated, however, to reject the contention that 16mm showings of any and all films should be barred. We reject this contention on several grounds:

"We believe that our foreign films generally cater to a different type of audience than American features, and that their exhibition long after initial release in 16mm form is not truly competitive.

"We point out that it is essential to exhibitors that there exists a healthy and profitable distribution business, and in that connection we wish exhibition to know that there are many situations where 16mm revenues exceed those of 35mm.

"We resent the actions of those exhibitors who while they never play a foreign film themselves, nonetheless violently object to any school, church or fraternal organization having the privilege of so playing our product. These exhibitors might well play some foreign films before complaining so bitterly.

"We point out to our friends that selective 16mm showings in educational and religious institutions frequently develop interest in the motion picture medium and that future customers for theatres may well come from this source.

"Finally, we add that exhibitors would better turn their attention to such matters as the current showing of American films on television in direct competition to them, rather than shouting abuse at the alleged 16mm menace.

"We do not intend to relinquish the distribution of our films on 16mm. We are, however, agreeable to reasonable clearance between theatrical and non-theatrical showings, and for our reasonable friends in exhibition this should prove quite sufficient."

## N. C. Demonstrators Arrested

WARRENTON, N. C.—Police here arrested some 70 Negroes on trespass charges after using tear gas to disperse a crowd of singing, yelling civil rights demonstrators who descended on downtown motion picture houses, drug stores and restaurants in an effort to force them to racially integrate their facilities.

The arrests were made about five hours after the demonstrations began in the downtown area near noon. About 5 p.m., the town's five-man police squad began using tear gas to disperse the crowds. Most of those arrested were young Negroes.



William E. Yurasko, recently appointed film buyer of Stanley Warner Theatres in New York and New Jersey, is seen being congratulated by, left to right, Harold Saltz, Universal; Nat Rosen, 20th Century-Fox; Nat Stern, Paramount; Al Blumberg, Warner Bros. Pictures; Nat Furst, Allied Artists; Charles A. Smakwitz, Stanley Warner, zone manager; Norman Weitman, Continental Films; and Saul Trauner, Columbia.

# Detroit TV Feature Film Showings Spur Speculation On What's Ahead

By **ARTHUR HERZOG**  
Detroit Bureau

DETROIT—This article is speculative rather than red-hot news. It was sparked by the television showing of "Will Success Spoil Rock Hunter?" on 10:00 p.m. Sunday night playing time (released 7/29/57), followed by "Criminal Lawyer" (8/24/51). A few days earlier at 11:00 p.m., "Dark at the Top of the Stairs" (9/15/60) was seen.

Currently, exhibition doesn't have to be too worried. Business is good, the number of theatres and drive-ins in the area are on the increase. However, in doldrum periods of top release, such as now, the competition is uncomfortable. "Success" undoubtedly attracted many viewers, and it seems to us the film still has great theatre potential. That this is likewise true of "Dark," "Love Me Tender," "Room at the Top," "Hercules," and "Separate Tables," to mention a few to be shown, or shown recently, seems to be the case.

Detroit is the nation's fifth largest city. It is served in the immediate area by four tv stations. In our March 18 edition, we revealed only one of the stations, WXYZ-TV (ABC-PT affiliate) had announced the purchase of 555 features for the sum of \$2,250,000 (for an average of about \$4,000 each). This product, presumably, will hold the station for between two and three years.

Nor do the other three stations avoid theatre pictures. Give or take a little, this means this area is consuming about 800 features per year. Many are repeats, many oldies, with a goodly splattering of releases from four to two years old.

There are probably available to American theatremen, domestic, import, and hybrid, around 200 suitable films per year.

Broadly speaking, the backlog is sinking at the rate of 600 theatre films per year. Some shown here today are nearly 35 years old, have been rerun so often and are becoming so anachronistic that they will vanish from tv screens. It's something to see a white-maned Edmond O'Brien in a current tv series followed immediately by a black-haired youthful O'Brien filmed in 1935.

Assuming the condition continues: It is now 1969. 3,000 more features will have been used up, 1,000 new films produced, for a backlog consumption total of 2,000. Now it is 1972. From 1964 until then, 5,400 pictures will have been shown, 1,600 new ones produced, or 3,800 net consumed. By 1974, the score will be 7,000 discards, less 400 new ones. By 1975, 7,800 less 200.

Naturally, nature is going to take no such arbitrary course. But the point is, at present rates, perhaps some years before 1975, tv has got to compete for first-run or turn to other and more expensive ways of providing entertainment.

Which brings us to specific production of cheaper films made for tv and more expensive ones for pay tv, should that eventuate.

The long-range reality exhibition must face is: 1) Will theatre features on tv disappear simply because the source has dried up? 2) Will exhibition find itself priced out of business?

Substantial increase in annual releasing seems out of the question for purely economic reasons. A substantial increase would, of course, provide the answer "No" to both



Bette Davis, star of Embassy's "The Empty Canvas" and Paramount's "Where Love Has Gone," is seen at a New York press luncheon recently with Barney Balaban, Paramount president, and Joseph E. Levine, Embassy president.

## Embassy Appoints Edele To Sales Manager Post

NEW YORK—Durand J. (Bud) Edele has been appointed general sales manager of Embassy Pictures Corporation, it was announced by Leonard Lightstone, executive vice-president of the company.

Edele has resigned as metropolitan division manager in New York for United Artists Corporation to accept the post with Embassy.

A veteran sales executive, Edele entered the motion picture industry in 1935 as a booker with Paramount Pictures in St. Louis.

In 1937, he joined Warner Bros. Pictures in that city, serving 11 years with the company.

Following a position as branch manager for St. Louis and Kansas City with Film Classics, Edele joined UA in 1952, serving in various sales capacities in St. Louis and New York, until the present.

## UA Names Bernstein

NEW YORK—William Bernstein has been appointed executive assistant to Herbert T. Schottenfeld, vice-president of United Artists Corporation. Bernstein is a graduate of the Yale Law School and has been a member of the United Artists legal staff for five years.

## Exhibs Elect Chesler

SALT LAKE CITY—Harold Chesler, president; Douglas Simpson, vice-president; Irene Karlson, secretary; Clyde Blasias, treasurer; and Virgil O'Dell, national director, were elected officers of the Mountain States Theatre Association.

questions. But this seems utterly unlikely.

Detroit has been chosen as a familiar base. But, the country-wide projection cannot be very different, especially since the number of tv stations will increase over the years.

Smaller cities may hold out longer, but even there the age of films aired will mitigate against their showing, since tv operators can become a bit more selective.

Orderly release isn't going to apply solely to theatres in the future.

## SDIG Members Reject DGA Merger Proposal

NEW YORK—The more than five hundred members of the Screen Directors International Guild have rejected merger terms proposed by Hollywood's Directors Guild of America, according to an announcement from SDIG officials in New York.

Of the 510 members eligible to vote, only 198 voted to accept the merger proposal. This fell far short of the simple majority needed for acceptance.

Guild officials pointed out that the concept of merger with DGA had not necessarily been defeated, but that the terms of the present proposal were highly unacceptable. An international executive board majority of 14 to five has been consistently against the terms of the now defeated proposal, while at the same time expressing their support of the notion of one Guild or the nation's motion picture, radio, tv and theatrical directors.

Discussions on the proposal of merger began between committees of the two organizations last July. In November, DGA broke off the merger talks unilaterally. SDIG, however, never recognized that the talks had been terminated, kept their negotiating committee intact, and expressed themselves ready to talk further.

It is expected that the SDIG international executive board will move immediately to implement its recent decisions to extend its organizational drive and to insure against any violations of its jurisdiction.

## UJA Honors Preminger

NEW YORK — The motion picture and amusement industries will pay tribute to producer Otto Preminger at a luncheon on behalf of the United Jewish Appeal, April 30, at the Americana Hotel. The announcement was made by Harry Mandel, president of RKO Theatres, this year's chairman of UJA's motion picture and amusement division.

Preminger will be cited for using the motion picture "to create greater compassion and understanding among all people."

The luncheon will highlight the division's 1964 campaign to raise funds for UJA's rescue and resettlement program aiding 751,000 needy persons in 31 countries.

Serving on the division's steering committee are Barney Balaban, Robert S. Benjamin, William Brandt, Simon H. Fabian, Leopold Friedman, Leon Goldberg, Irving H. Greenfield, Leo Jaffe, Arthur B. Krim, Robert H. O'Brien, Samuel Rosen, Adolph Schimel, Abe Schneider, Samuel Schneider, Spyros P. Skouras, and Laurence A. Tisch.

## Cinerama Producer To Fair

DETROIT—A former resident here, Jeremy Pepard, and his wife and two-year-old daughter stopped off here to visit his parents, Dr. and Mrs. C. W. Pepard.

Pepard, now living in Hollywood, supervised production of the Cinerama "American Journey," commissioned by the U. S. Commerce Department at a cost of \$2,500,000. It runs 15 minutes, was produced in Culver City, is the story of the nation's growth, and employs new and elaborate film techniques.

Pepard was enroute to the New York World's Fair to oversee the elaborate installation.

A total of 132 screens will be used, some movable.

## Metropolitan Area Exhibs Map "Strangelove" Playoff

NEW YORK—A group of 38 exhibitors, representing "showcase" theatres throughout the metropolitan area playing Stanley Kubrick's "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb" beginning April 22, convened at Columbia Pictures home office for the final meeting in an intensive series of merchandising planning sessions. The meet was called to outline the full range of promotional ammunition currently available on "Dr. Strangelove" to give prime support to local exhibitors.

Keynoting the event was Rube Jackter, Columbia's vice-president and general sales manager, who stated that, "In handling 'Dr. Strangelove' you're handling a proven, successful picture. The public knows about the film and they're waiting for it."

Robert S. Ferguson, vice-president in charge of advertising, publicity and exploitation, then reminded the audience that although the film is doing tremendous business around the country, it still needs the personal touch of each exhibitor. He said, "No film is a guaranteed absolute success in all situations and an intensive local campaign should not be overlooked even with exceptional past performances."

Following Ferguson's talk, the amassed group of exhibitors viewed a screening of the film after which Columbia's exploitation manager Roger Caras conducted the merchandising aspects of the meeting.

Caras pointed out that a task force of three Columbia field men have been exclusively assigned to the "Dr. Strangelove" showcase in the New York area offering maximum support to exhibition throughout the run of the film. One man will work specifically with colleges and universities in the metropolitan area, concentrating on campus activities, college publications, and radio stations.

Teaser and production trailers have already been distributed to exhibitors along with 30x40 boards heralding the film. The "hot-line" telephone, used extensively around the country during the initial release of the attraction is now available on a local level.

The exhibitors were told that the Bantam paperback book of "Dr. Strangelove" was sold out in its first printing but will be ready for distribution in a second printing next week. In addition, record stores in the exhibitor's areas have been shipped supplemented stocks of three Colpix recordings of music for the film, including an LP album.

Twenty-six Barracini stores located throughout the area will cooperate with theatremen by running a "Dr. Strangelove" sweepstakes offering free passes and other prizes to winners. This is the second time in four months that the candy company has tied-in with the Columbia release.

Among the exhibitors attending the meetings were Ted Arnow, David Weitzner, Robert Diem, and Robert Klenert, Loew's Theatres; Murray Alper, Erwin Gold, and Sidney Friedman, Randforce; Harry Padva and Stuart Kolbert, Interboro; Al Shapiro, Sam Greenberg, Robert Honahan, I. Rosen, and Ivan Eggleston, Associated Independent Theatres; Emanuel Adams and Nick Patrick, Adams Theatre, Newark; Merl Burdett, Menlo Park Cinema; Gus Birnbaum and James Alliegro, Scarsdale Plaza; Albert Lowey, Ben Gladstone, and Ruth Waskawic, Town and Country; Martin H. Newman, Harold H. Newman, Charles W. Call, Sylvan Schein, Hy Landerer, Jim Murray, Arthur Felton, B. Hansen, J. R. Weinstein, J. Jack-

# Third N.C. Candidate For Governor Opposes Acts Of Civil Disobedience

## Smoking Ban Invoked For All AIP Features

HOLLYWOOD—Complete ban on cigarette smoking by characters in all productions made by American International Pictures was announced by AIP top executives James H. Nicholson and Samuel Z. Arkoff.

Film smoking ban goes into effect with the musical comedy, "Bikini Beach," which starts production in Hollywood on April 20, according to Nicholson and Arkoff. Orders went to director William Asher asking that he eliminate all script directions calling for smoking by characters in the story.

"Foremost among the reasons behind this new policy decision is the fact that the majority of movie-goers today are aged 15 to 25 years—the young people of America. This is the part of the film audience we are most concerned about, especially our teenagers," the AIP executives said.

"Our motion picture stories for young Americans can set an example to all who see them by showing that smoking need not be a part of everyday life. The characters of our film stories, both young and old, can live their fictional lives in just as exciting a manner as ever without smoking, just as we can live our own lives fully without smoking," Nicholson and Arkoff emphasized.

## Better Pix, Sunday Shows Boost FPCC Earnings

TORONTO—R. W. Bolstad, president, Famous Players Canadian Corp., announced that operating earnings of the company were \$2,813,594 in 1963. This compares with \$2,527,161 in 1962. Net profit for 1963 was \$2,039,287 compared to \$2,667,449.

Bolstad told stockholders that at the end of the year FPCC had an interest in 264 four-wall theatres and 41 drive-ins, with 19 closed "awaiting disposition by sale or termination of lease."

He said a better flow of films, Sunday shows in more theatres, and reduced admission taxes were responsible for boosting operating earnings.

The report shows that FPC has interests in 11 community antenna systems.

Bolstad said FPCC's try at theatre television with the Maple Leaf hockey games had varied at the boxoffice with the result that "this operation to date has not been profitable." He pointed out, however, that "we have gained much valuable experience this year in the presentation of these games—both technically and otherwise—which will be of value to us in the future."

son, I. Sherlip, B. Tauritz, Ray Marshall, B. Seifried, and L. Letter, Century Circuit.

Representing Columbia were Ira Tulipan, executive administrative assistant to Robert S. Ferguson; Richard Kahn, national coordinator of advertising, publicity, and exploitation; and Bud Rosenthal, publicity manager.

RALEIGH, N. C.—A second major candidate for election as governor of North Carolina has come out publicly as opposing acts of civil disobedience which have been staged in various areas of the state recently in connection with efforts to racially integrate motion picture houses, restaurants, and similar places of business.

I. Beverly Lake, Raleigh, one of three major Democratic candidates in the race, said that if he is elected governor, he will permit orderly civil rights demonstrations, but would not tolerate flagrant civil disobedience.

He said he would never urge North Carolinians to comply with the civil rights bill should it become law, and neither would he advocate massive resistance.

"I would never urge anyone to do what some of those demonstrators have been doing . . . lying in the streets," he said. "I think all of us realize that lying down in the street and preventing its use is unlawful. If you have peaceful, orderly picketing, then I think that's all right. A person has the right to do that."

Lake, Raleigh attorney, said he otherwise would work with the state attorney general's office to have the civil rights bill declared unconstitutional should it be passed. He said he also would assist localities requesting state aid in the area of civil rights, and negotiate racial differences with responsible Negro leaders.

"I do not regard the people leading these demonstrations as the real Negro leaders," he said. "I don't regard out-of-state demonstrators or leaders of these demonstrations as responsible Negro leaders."

Another Democratic candidate for governor, Dan K. Moore, Canton lawyer, recently stated that he would oppose proposed enactment of a state public accommodations law, would not "tolerate racial chaos," would not "sacrifice the rights of businessmen to avoid chaos," and would uphold the private property rights of businessmen.

At Greensboro, a request that federal courts take over trial of trespass cases involving civil rights sit-in demonstrations against racial segregation on grounds the defendants could not get a fair trial in North Carolina state courts has been denied by a U. S. district judge, who said interpretation of the state's trespass laws has remained unchanged for 75 years or more and is still valid as far as both state and federal laws now stand.

Judge Edwin M. Stanley said the interpretation holds that a person who remains on private premises after being directed to leave is guilty of wrongful entry, even if the original entry was peaceful and authorized.

In the cases in question, involving some 743 charges and 217 persons, he said, "In summary, since no discriminatory state statutes or constitutional provisions are claimed, it is abundantly clear the petitioners must look to the state courts for the protection of any rights they may have under the constitution and laws of the United States. If any such rights are withheld or denied, they may take their case to the North Carolina Supreme Court and then to the Supreme Court of the United States for final and conclusive determination."

# Levine Tells Broadcasters' Meeting To Stop Trying To "Play It Safe"

CHICAGO—In an address delivered at the "Programming Conference '64" at the National Association of Broadcasters' annual convention, Joseph E. Levine, president, Embassy Pictures, said:

"It was economic necessity that arranged the 'shot-gun' wedding of our two great industries, and it is economic necessity that will keep this union strong and vigorous.

"You need us and we need you!

"You urgently need an uninterrupted supply of quality product, and we urgently need the additional revenue that television supplies.

"Television has given us a stimulating source of revenue. This money is being plowed back into production.

"Television is in mortal fear of losing its audience, so you play it safe. This can be suffocating! Television should be an entertainment leader, and not an entertainment laggard.

"Television is at its best on news and special-project shows. You don't compromise your integrity on news or special-projects because you're reporting true events, for which you can't be censured or censored.

"As motion picture producers, we have to be bolder than you. How else could we entice people out of their homes to put cash on the barrel head?

"Some 180,000,000 Americans look to television and the motion picture industry for entertainment leadership. And, in my book, leadership is guts!

"I don't mean the kind of guts that ignores the guide-lines established by the FCC. Nor do I mean the kind of guts that violates your Code of Ethics or your public trust. I'm talking about the kind of guts it takes to get away from the "boy-gets-girl" type of stereotyped themes of yesterday.

"Movie audiences long ago stopped paying for this sort of Pablum. The movie industry made the switch out of economic necessity. We were losing our paying audiences. And you might just lose a portion of your non-paying audience unless you read the danger signs loud and clear.

"You will never know if something new will pay off unless you try it! There are doubters and doers in television just as there are in the motion picture industry. Our audiences have been growing up under our noses.

"We're living in a sophisticated era of sophisticated electronics. Movies and television must reflect that sophistication.

"Do you know what the damning reaction is to an ordinary movie script in movie offices today . . . 'Why make it, they can see it on tv for nothing!' If this isn't a tip-off to 'old hat,' I don't know what is!

"I was invited to this conference to share with you the views of a motion picture producer in terms of future television programming and where it will come from.

"You now hold in the palm of your hands a large part of the audience that was ours!

"There are a number of reasons why we lost that audience. An over-simplification would be that you had the most compulsive word in the English language working for you. That word is FREE. That word breached a movie-going habit which the motion picture industry nurtured for half a century.

"The word 'free' has become frayed in this competitive market. Your audience now de-

## "Patsy" Goes To The Dogs; Lassie, Tom Dooley Feted

HOLLYWOOD—Lassie and Tom Dooley, hound dog in Walt Disney's "Savage Sam," were named 1963's top animal actors at the American Humane Association's 14th annual "Patsy" Awards presentations at the RKO Pantages.

The two dogs were selected as "Performing Animal Television Star of the Year" and "Picture Animal Top Star of the Year"—the animal world's counterpart to the "Oscar" and "Emmy"—by a poll of the nation's motion picture and television editors.

Hosts for the audience of 1500 under-privileged children were American Humane Association executives and Harold Meliniker, director of the AHA Hollywood office, which is responsible for the supervision of animal action in motion pictures and television.

An added attraction of the ceremonies was a pre-release showing of MGM's "Rhino!"

mands 'Free Plus.' The 'Plus' can be subject matter, or quality, or both. This elusive combination fosters Habit, the dream of every showman!

"A recent example for the desire for Habit, or a built-in audience, if you will, is the spirited bidding for the privilege of tele-casting the professional and collegiate football games.

"Television sets are pointed in one direction on Saturday and Sunday afternoons during 10 weeks of the fall season. The audience is pre-sold, so it can make an easy choice. Although the cast changes each game, the story-line remains the same.

"Everything that is being done on television today in terms of entertainment had as its 'pilot' a motion picture.

"The motion picture industry has always created the entertainment trends. The motion picture industry isn't about to surrender that enviable position, which can't help but make the both of us stronger.

"Whether we work competitively or together, 180,000,000 Americans and all of the free people in the world will be the winners. That's what counts.

"In a recent 'CBS Report,' Harry Reasoner made reference to the fact that movie attendance had dropped from 90,000,000 a week to approximately 40,000,000 per week. To this I say, 'Thanks fellas, for chopping us in half, but remember, it can happen to you, too.'"

## Collins Warns NAB Of Pay-TV Danger

"We must effectively resist pay television," LeRoy Collins, president, National Association of Broadcasters, told the 42nd annual NAB convention at the Conrad Hilton Hotel.

"Pay-tv can no longer be regarded as a lurking shadow. It is taking on substance in one form or another, and as free broadcasters we have every reason to be deeply concerned," he warned.

"As I view it, broadcasters, we cannot in good conscience sit by and watch the viewing public saddled with a system which will mean

## Club To Federal Court To Fight N. Y. Censors

ALBANY—The suit filed in New York Federal Court by Gate Film Club, seeking to have Louis M. Pesce, director, Motion Pictures Division, State Education Dept., enjoined from interfering with the exhibition of four French films planned at the Gate Theatre, Manhattan, and charging the state licensing law is invalid and unconstitutional, was believed here to be the first of its kind taken in the history of N. Y. state "censorship."

Plaintiff seeks a court trial of the case. The Board of Regents, which supervises the film licensing procedures, was made a party to the suit.

If a three-judge Federal court accepted the Gate Film Club's case, and its decision were against plaintiff's contentions, presumably an appeal to U. S. Supreme Court could be directly instituted. Or, the other way 'round, by director Pesce and the Regents.

Lawyers in N. Y. censorship proceedings previously have preferred the avenue of appeal first to State Courts.

Plaintiff intended showing the quartet of films at the Gate Theatre in mid-March. Complaint alleges that four days before the engagement was to open, Pesce notified the plaintiff and the owners of the theatre that the pictures must be submitted to Motion Picture Division for approval.

little more from its vantage point than paying for what it now receives free.

"Much of the public is being tempted by improbable promises by pay proponents, and they have not been effectively warned of the irreparable damage pay television would cause to our free broadcasting systems in America. . . .

"If the public is aware of what pay-tv will do to the family budgets and to family viewing habits, and still wants pay-tv, broadcasters can, and doubtless will, provide it. But first the public should be made better aware of the facts, and the time to act in this behalf is now. If there is not developed a sufficient public understanding of its stake, a door may be opened that can never again be closed. NAB rejects the entire concept of pay-tv in the home—and will continue to do so until we are convinced the public wants pay-tv as a replacement for free television. . . . I declare that America does not need a class system in television based on ability to pay."

## FCC Chairman Proposes Controls On All Pay-TV

In another convention address, chairman E. William Henry, of the FCC, proposed that pay-tv ventures which distribute programs to subscribers by wire, such as the one under way in Los Angeles and San Francisco, be brought under federal control.

The FCC now has jurisdiction only over programs sent over the air.

Referring to the pay-tv experiment over a station in Hartford, Conn., Henry said, "The problems of pay television over wire are the same as the problems of pay television over the air. It makes no sense to have tightly controlled pay television experiments using broadcast frequencies, while giving carte blanche to the development of pay-tv over wires. It may well be that the California venture could provide an appropriate testing ground for the development of wire systems; but it should be a real test, subject to government control and regulation."



# LONDON Observations

By Jock MacGregor

CONGRATULATIONS to co-producers Stanley Baker and Cy Enfield. The news of "Zulu" is fabulous. Seventy-five prints are being worked overtime, and records are toppling. It can well end among the all time top grossers. Here, indeed, is a success story which reflects what confidence and enthusiasm can achieve. Actor Stan had no great record as a producer, but like all Welshmen, he is proud and determined. He cherished a desire to make an epic film about the heroic stand of a handful of Welsh soldiers against thousands of Zulus at the all but forgotten Battle of Rorke's Drift in the last century. He completely sold his partner, director Cy Enfield.

Then a long battle followed. Others did not share their enthusiasm. They had letdowns and disappointments, but doggedly stood to their guns. The opposition only spurred them on. Some even humoured them in the belief that the project would never see the light of day. Then Stan, while making "Sodom and Gomorrah" in Rome, met Joe Levine. As soon as "Zulu" was mentioned, Joe was sold. He liked the title! But Stan's problems were not ended. Financiers queried whether his name was strong enough to carry so big a project. Anglo Amalgamated, after a Dorchester launching party, withdrew. George Weltner came to the rescue and offered Paramount distribution in those territories where the picture was available.

Stan and Cy again looked at the budget, pared to the bone, carefully selected the crew and cast, infected them with their enthusiasm, and flew to South Africa. Extravagance and luxuries were out. Everyone worked like devils and believed in what they were doing. As a result of this teamwork, the most incredible value has been put on the screen. And what a slap in the face this movie is to those exponents of the kitchen—those who sneer at a thrill packed adventure with men being heroic and not merely neurotic as old hat! It is still the stuff for which millions will leave their tv sets on a cold night.

In hailing success, however, let us not overlook the enormous contribution of the individual theatre manager. It is his zeal and effort which ultimately makes an attraction a top hit. After a special screening well ahead of release so that they had extra time to plan their attacks, Joe, Stan, and Cy entertained many ABC managers at lunch, infected them with their own enthusiasm, and showed them the publicity material. These showmen have now even excelled themselves at boosting a big national promotion at local level with the hardest hitting, most imaginative exploitation. The campaigns will thrill Joe, and he is going to have a helluva job selecting the manager to be his guest in America. The percentage increase of admissions over average will unquestionably have to be the deciding factor.

**THE BIG MONEY** that the hits are taking today reveals that the public has become accustomed to the rationalization of the industry, and where a cinema has been closed, is going further afield to see the pictures it wants. The two main releases a week pattern, of course, slows things down, and goes against the weaker efforts, but the potential remains. However, there are still forces, either out of stubbornness or lack of foresight, wanting three. This can only be achieved by weakening the two outlets and restricting the producers' gross. Far better for the distributors with near misses to watch for the week when the main releases are questionable and chase those exhibitors who may like something different. There is growing support for an increased quota despite the circuits voluntarily exceeding their obligations. Unfortunately, all independents have not followed the lead. If there is an increase, it will be their fault. The regrettable thing is that there are too many who despite their records and lack of appreciation of what the public wants still believe the industry owes them a living.

SHOWMANSHIP is absent at the British Film Academy Awards dinner. Pleasant, friendly, it is devoid of excitement since the awards are announced in advance. Even so, some recipients were absent and one deputy was powdering her nose during the presentations. These were made by Audrey Hepburn to "Tom Jones" (best film); John Osborne (British screenplay—"Tom Jones"); Patricia Neal (foreign actress—"Hud"); Marcello Mastroianni (foreign actor—"Divorce—Italian Style"); Rachel Roberts (British actress—"Sporting Life"); Dick Bogarde (British actor—"The Servant"); "Automania 2000" and "The Critic," tied (animated film); Ted Moore (best British color photography—"From Russia with Love"); Douglas Slocombe (British black and white—"The Servant"); "Happy Anniversary" (short); James Fox (newcomer). Percy Livingstone collected Mastroianni's as he was working in Italy, and Russell Hadley took Patricia Neal's as she is expecting a child. Harry Pease and Film Publicist Guild members manned a tombola. Ironically, one of last gifts to be won was a book—"The Technique of Film Editing."

**THOSE WHO CRITICISE** the circuits for keeping the best dates for their own product had better wipe their glasses. Once again, Disney gets the lion's share at Whitsun. All Rank houses in north London will play either "Incredible Journey" and "Waltz King" or "Tiger Walks" and "Born to Sing." . . . Personally, I enjoyed "The Chalk Garden" even though some of the dialogue was reminiscent of flowery, theatrical speeches. Most critiques, however, were pretty brutal. . . . Fred Hift, on being named by Jonas Rosenfield, Jr., as 20th Fox's European production publicity chief, has moved to London. Meanwhile, Phil Gersdorf is in residence again as American publicist—a job he does so well—for "Those Magnificent Men and Their Flying Machines." . . . Carl Foreman's "The Victors," having been driven from the Leicester Square Theatre through previous bookings, is to have a further road showing at the Haymarket, Odeon. . . . Prowling around the West End, I found long lines in mid-afternoon for the Disney "Journey"—"Waltz" unit at Studio One, and such come-on slogans as "Never Have So Many Bared So Much," "Sinorama," and "Raw Color" outside a theatre I decline to name.

## Hetzel, Officers, Directors All Relected by MPA

NEW YORK—Ralph Hetzel, acting president, Motion Picture Association of America, Inc., was elected to the board of directors as the board unanimously reelected all officers of the Association. Also, all members of the board were reelected.

They are Barney Balaban, president, and George Weltner, executive vice-president, Paramount Pictures; Steve Broidy, president, and Edward Morey, vice-president, Allied Artists Pictures Corporation; Abe Schneider, president, and Leo Jaffe, executive vice-president, Columbia Pictures; Pandro S. Berman, producer for Metro-Goldwyn-Mayer; Benjamin Kalmenson, executive vice-president, and Howard Levinson, assistant secretary, Warner Bros. Pictures, Inc.; Arthur Krim, president, and Eugene Picker, vice-president, United Artists Corporation; Walter M. Mirisch, vice-president, Mirisch Company; Robert H. O'Brien, president, and Benjamin Melniker, general counsel, Metro-Goldwyn-Mayer Inc.; Milton R. Rackmil, president, and Adolph Schimel, vice-president and general counsel, Universal Pictures; William Perlberg, partner, Perlberg-Seaton Productions; Spyros P. Skouras, chairman of the board, and Seymour Poe, executive, vice-president, 20th Fox Film Corporation; Lawrence Wemgarten, president, Marten productions.

The officers reelected are Ralph Hetzel, Kenneth Clark, and Charles Boren, executive vice-presidents; Geoffrey Shurlock, William H. Fineshriber, Jr., Manning Clagett, and Edward Cooper, vice-presidents; Sidney Schreiber, secretary; Stanley R. Weber, treasurer; Thomas J. McNamara, assistant treasurer; and Robert T. Watkins, assistant treasurer—assistant secretary.

## A & J Acquires Theatre

LINCOLN PARK, MICH. — The Lincoln Park has changed hands. A and J Amusement Co. acquired it from Wisper and Wetsman.

The  
finest  
carbons  
ever  
made...

**N**ATIONAL  
TRADE MARK

**PROJECTOR  
CARBONS**

# The NEW YORK Scene

By Mel Konecoff

PEOPLE IN SINGAPORE must have thought that Hollywood had developed a new star when they saw their theatre marquees boom forth in big letters—"Welcome David Horne." Actually, this was the way that local exhibitors greeted the recently named vice-president in charge of American International's foreign distribution on his recent trip to the Far East. Horne told us that he was visibly impressed not only with the greeting but also with the way company product was making out in all the areas he visited during his seven week tour, including New Zealand, Australia, Singapore, Malaysia, Hong Kong, Thailand, The Philippines, Taiwan, and Japan.

As a matter of fact, Horne claimed that AIP's foreign income for the month of March was 25 per cent higher than any previous month in the company's history. Exhibitors and local distributors came to see him about the chances of exhibiting and distributing AIP product because they believed the company had what was wanted, and he closed a number of new agreements while he was in the various countries. He's got about 30 to 35 pictures immediately available for customers overseas, and this figure could jump to 40 shortly. He has pledged to continue the ban on releasing current product to television abroad for the term of each film's contract. Incidentally, just as in the states, he found that teenagers provided the best support for AIP pictures.

While in the area, he appointed William Dow as Far Eastern supervisor, replacing Ed Ugast, who resigned due to ill health. He will headquarter in Tokyo, where AIP decided to discontinue its association with Robert Lury, who has been special company representative. There will be more news out of Japan as soon as the government lifts its licensing arrangements there. By the way, exhibitors may be interested to know that there isn't an empty seat in any Hong Kong Theatre for any show, principally because of the housing shortage. It seems that many apartments are rented by three families, each of whom spends eight hours sleeping time therein. The theatres benefit at other times.

**DOCUMENTARY NOTE:** Evidently some people think that there is still some money to be made with the late and not lamented A. Hitler, because UA has signed documentary-maker David Wolper to a production contract, and the first film of several will be on the rise and fall of the dictator. It is expected to run two hours and will feature footage never before seen, as well as re-created footage put together from eye-witness accounts, available records, etc. A search for people involved as well as for never-seen film will be actively conducted before shooting gets under way. He expected that it will take 14 months to make the picture.

Vice-president David Picker, when questioned about the subject matter, admitted that there have been other films on Hitler, but there still is a continuing fascination with the subject. He thought that this re-creation of an era in history should give an impressive account of itself. Wolper reported that whenever the subject is shown on tv, viewer figures go up, according to surveys taken. Wolper has concluded an arrangement with the Russians for captured German footage, and he may wind-up paying \$5 to \$20 per foot on what he uses. Other footage will be forthcoming, presumably from West Germany, East Germany, American GPs, etc. It was presumed that tv featurettes will result as well to help in the selling of Wolper's first theatrical venture.

**FAIR ATTRACTION:** Amid piles of rubble that will some day emerge as the World's Fair, we saw an impressive 17½ minute film, "To Be Alive," put together by co-directors Francis Thompson and Alexander Hammid in Eastman Color, which was just a delight. So impressed were the press viewers that they stood up and cheered the film-makers as well as the sponsors, Johnson Wax, in their "Golden Rondelle" pavilion where the preview took place.

What was also impressive was the way it was presented, on three 18-foot-wide screens via three projectors in a system known as "Tri-Arc 335." It was shot by three cameras mounted together in Europe, Africa, and the U.S., and the result was fascinating as well as relaxing. Much of the impact of the film was the result of artful editing. At times, a single scene was to be seen on the three screens, while at other times, each screen presented a different image. It was very effective, and though the three screens were divided by heavy borders, it didn't detract from the effectiveness of the presentation. The system reminded this viewer that he was seated before a three sectioned window looking out at the world.

**PROMOTION AND PICTURES:** Wherever he goes from here on in, Irving Sochin will be known as Mr. Vice-President because that is the position he was promoted to the other day at a luncheon in a surprise move by his boss, Jean Goldwurm, the president of Times Film Corp. Prior, he had been general sales manager, but he did such a good job generally and on behalf of "Mondo Cane" in particular that the promotion resulted.

As regards "Mondo Cane," the film has played about 3,000 dates, and it has taken in about a million dollars in film rentals to date. This will be doubled by July 1. Producers of the film have already received a guaranteed \$250,000 to date, and Sochin believed that it is the top-grossing picture from an independent. The record album on the film has sold 210,000 to date.

Thus far, Times Films expects to release at least six features this year on which over a million dollars has been invested, the biggest yearly outlay since the company was formed in 1946. Listed for release are "The Grand Olympics," to be played off in a limited number of houses until the 1964 Olympic Games get underway in Japan in October; "The Devil's Woman," July, with Jeanne Moreau and Stanley Baker; "Highway Pickup," August, in CinemaScope and color; "Chair De Poule," October; "The Red Lanterns," summer, Greece's entry in the Academy Awards race; and "The Greatest Train Robbery," Brazil, in English, with no date set as yet.

## SW Profit Up Sharply, Compared To Last Year

NEW YORK—The consolidated operating profit of Stanley Warner Corporation for the three months ended Feb. 29 was almost double the profit for the same quarter one year ago, it was announced by S. H. Fabian, president.

For the February 1964 quarter, the consolidated operating profit amounted to \$846,600, equivalent to 41 cents per share on the outstanding common stock. The profit for the same quarter last year was \$429,200, or 21 cents per share.

The consolidated operating profit for the six months ended Feb. 29, 1964, was \$1,973,900, which is 84 per cent greater than the \$1,059,000 earned during the corresponding period one year ago. The earnings for the six months are equivalent to 96 cents per share on the outstanding common stock, which compares with 52 cents per share earned for the same period last year.

During the six months, there was charged to earned surplus \$368,800 resulting from unusual property dispositions. For the corresponding quarter last year, there was a charge of \$10,100 arising from similar dispositions.

For the three months ended Feb. 29, 1964, merchandise sales, theatre admissions, and other income amounted to \$35,102,100, as compared with similar income of \$32,672,900 for the same period last year.

Merchandise sales, theatre admissions, and other income for the six months amounted to \$72,021,900, as compared with \$66,881,700 for the same period one year ago.

## NGC Earnings Rise

BEVERLY HILLS, CAL.—Eugene V. Klein, president, National General Corporation, announced company earnings in the first fiscal 1964 quarter ended last Dec. 24 as \$658,782, or over 18 cents a share. This more than doubled the \$303,733, or almost nine cents a share, the previous year, after setting up a \$250,000 or seven cents a share reserve for taxes, which the company did not have in fiscal 1963.

Gross income rose to \$16,776,123 from \$10,741,378 in the like period a year ago.



Among industry leaders attending the recent luncheon of the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York planning its 1964 fund-raising campaign were, left to right, Laurence A. Tisch, Loew's Theatres, Inc., division chairman 1961-62-63; Harry Mandel, RKO Theatres, 1964 chairman; Barney Balaban, Paramount Pictures, treasurer of Greater New York UJA; and Irving H. Greenfield, MGM, key committee chairman.

## ALBANY

20th-Fox's "Cleopatra" will open at the Hellman on April 22. . . . Maurice Klein's Jericho Drive-In, Bethlehem, N. Y., reopened. . . . Sarto Smalldone's Malta Drive-In, Malta, resumed week-end operations. . . . So did Howard Goldstein's Pix Drive-In, Glens Falls. . . . A stage presentation of "Cinderella" and "Pinocchio" played to good sized audiences of children at matinees at the SW Strand, the SW Stanley, Utica; and Schine's Glove, Gloversville. Admission was 75 cents for youngsters and \$1.25 for adults. . . . Sidney Cohen's Overlook Drive-In, Poughkeepsie, served free donuts and coffee the first evening of the new season. . . . Local stagehands Harold Perry, Charles Maguire, and John Lanahan were working at the Capitol on the filming of "The Legislature," to be shown in the New York State Building at the World's Fair.

## ATLANTA

S. E. Britton has started construction of a \$350,000 indoor theatre to seat 1,000 persons and to be known as the Pinellas at Largo, Fla. . . . Stembler Theatre Circuit will construct a new theatre in Augusta, Ga. . . . The WOMPI honored Lois Cone, who is moving with her husband Dr. W. Cone to South Georgia. She has been in the industry since 1919 starting with the Mutual Film Company. . . . Mrs. Vivian Childres has been named manager of the Iris Drive-In, Griffin, Ga., succeeding Fred Powell, who transferred to the Auburn-Opelika Drive-In in Alabama. . . . Dan Dooley, MGM booker, returned after a Florida vacation. . . . The Florence, S. C., Theatre Company is planning a new theatre in Florence, S. C. The \$500,000 indoor house, to be built near the South Irby Street Supermarket, will be called the Capri and will be operated by the General Drive-In of Boston. . . . Pat Brown, Warners' accounting department, underwent surgery here. . . . Opal Tate, Wil-Kin Service Company, returned home following illness. . . . Local friends were happy to learn that Mrs. Manie Smarr, formerly with Allied Artists, survived the recent earthquake in Anchorage, Alaska, without injury. . . . Oscar Howell, president, Capital City Supply Company, is reported getting along fine at Will Rogers Hospital after surgery. . . . The Atlanta Variety Club will soon move into new quarters from the Atlantian Hotel, where they have been for many years. . . . Loonie Glenn Johnson, 65, with Theatres Service for the past 30 years, died at his home following a heart attack.

## BOSTON

General Films, Inc., is producing a 90 minute film, entitled "The Playground," to be filmed in Boston this summer. Producer Richard Hilliard stated that it will be an "all Boston production," and will be financed here with a majority of its acting and production personnel being Boston residents. Hilliard, who came to Boston in 1962 as a producer for WGBH-TV, channel 2, Boston's educational station, has been president of General Films, Inc., for eight years, and has been involved in five feature films, all of which are in theatrical distribution. . . . General Drive-In Corp. announced they have retained Harry Pimstein, New York City, as attorney. . . . Ben Sack, president of Sack Theatres, which operates the Beacon Hill, Gary, Saxon, Music Hall, Capri, anticipates



MGM purchasing agent Paul McLaughlan checks loading operation with Dick Palmros, Los Angeles Sea-Land representative, as this sea-going South Seas canoe from "Mutiny On The Bounty" was loaded at the MGM Culver City, Calif., lot for a trip to New York's World's Fair, where it will be on exhibit.

another Academy Award for "Tom Jones," which he is playing to some amazing grosses at the Beacon Hill Theatre. The anticipated award for "Tom Jones" would bring Sack's total of Academy Awards for pictures he was playing at the time of presentation to eight in eight years. . . . In a new and novel promotion, Ben Sack is putting on a special "shoppers' matinee" program for the ladies, starting Wednesday, April 8, and continuing each Wednesday at three of his five downtown theatres, the Music Hall, Gary, and Capri. A special reduced price of 50 cents will be in effect for women only, from opening to 3 p.m., and doughnuts and coffee will be served at all three theatres from 9 a.m. to 3 p.m. . . . In Needham, Mass., the Republican Town Committee has chosen "Love With the Proper Stranger" for a benefit theatre party to raise funds for campaign year expenses at the Paramount. Chairman of the GOP theatre night, Mrs. Philip H. Bird, said that the film will be shown Wednesday, April 15 for funds for the political organization. . . . Ben Sack has returned from Hollywood where he conferred with Walt Disney on the release of "Mary Poppins," which will play at his Gary on Oct. 23. Sack, one of 16 key exhibitors, accompanied by his wife and son, received a "Mouseketeer" award from the producer on his announcement that Cardinal Cushing of Boston will sponsor the premiere of the film here. A special trailer made by Disney and Sack will be shown on the screens of Sack's five theatres here ballyhooing "Mary Poppins."

## BUFFALO

Bill Moclair, whose theatrical career began with the famed Roxy, New York City, is the new manager of Schine's Eckel, Syracuse. He succeeds Herb Brown, who resigned to accept a position as district manager of Loew's Theatres in Ohio. Brown also was city manager in Syracuse for Schine Theatres. Moclair has arrived in Syracuse from Pittsburgh, where he served as managing director of the Penn for the past three years. Prior to that, he was manager, Fox, Philadelphia, for three years. A native New Yorker, Moclair graduated from New York University with a degree in business administration. He had intended to have a financial career on Wall street, but was "bitten by the show business bug" when he took a part-time job ushering at the Roxy. Moclair worked his way up to managing director of the Roxy, a position he assumed in 1953. He is married and has

a daughter and an eight-year-old grandson. . . . Isadore Termini, 86, a musician and teacher of music for 60 years in Buffalo, and a former member of the Buffalo Philharmonic Orchestra, is dead here after a long illness. In 1925, he became a member of the pit orchestra at Shea's Hippodrome, now the Center. He later joined the orchestra at Shea's Buffalo, where he remained until it was discontinued about 1940. Termini, then joined the Philharmonic, remaining with the orchestra until 1950, when he resumed his career as an instrumental music teacher. He retired in 1960. . . . It is reported that Marion B. Folsom, who has completed a career of 50 years at Eastman Kodak Company in Rochester, is soon to be named by Governor Rockefeller to head a commission to investigate hospital costs. . . . Over 1,000 members and their wives are expected to attend the annual Variety Clubs International convention, June 30-July 2, in Buffalo. The visitors are coming from England, Ireland, Mexico, Canada, and the entire United States. Ads in the convention journal will not only help to sell a company's product or service, but will also help Tent 7, Variety Club of Buffalo, carry on with its charitable activities, the Children's Rehabilitation Center of the Children's Hospital. James J. Hayes is general chairman of the convention and Michael F. Ellis, Jr., vice-chairman. . . . Fred Keller, manager, Circle-Art, presented a four-day Alec Guinness Film Festival. . . . Charles B. Taylor, director of advertising and publicity, Buffalo Paramount corporation, is back on the job after a several week sojourn in a local hospital recovering from a minor operation. . . . The Courier-Express has launched a special tabloid section in its Sunday edition, centering all its theatre, radio, tv and other amusement copy in one richly illustrated section, and demanding art and copy on a Wednesday in advance of its Sunday publishing date.

## CHICAGO

Ozzie Nelson has purchased the film rights of the play "Love and Kisses." Nelson was here to check up on the play at the Drury Lane. He will produce the film with his son Ricky as the lead. . . . Sam Clark, Warner Bros. Hollywood studios, was here for film conferences with Bugs Bunny licencees. . . . Peter Panagos and Ted Darietis, promotion manager and maintenance director respectively at Alliance, were in Kennewich, Wash., for conferences with executives of their Mid States theatre circuit. . . . Theatre owners report March film business above average and expect continuance of the trend. Extensive newspaper, radio, and tv advertising, also subway posters and billboards, have helped attendance in hardtops and drive-ins. . . . Will Concoran has been named publicity director for the Drury Lane Theatre, Evergreen Park, Ill. . . . Carroll Ogburn has taken over the Warners exchange here. . . . Lew Harris, treasurer of Alliance Theatres, and his wife, Betty, celebrated their 40th wedding anniversary. . . . Theodore Murrah, veteran member and executive of Motion Picture Operators' Union, Local 110, died after a long illness. . . . Fred Niles and his projectionist, Don Shigley, of the Fred Niles Studios, have returned after their round the world camera trip, shooting the film for CARE. . . . Bell and Howell are taking over from Rank English firm the manufacture of their products in England. Rank Co. will continue to sell Bell and Howell's full line of products for their territory. . . . Edward Harris was named manager of the Howard.

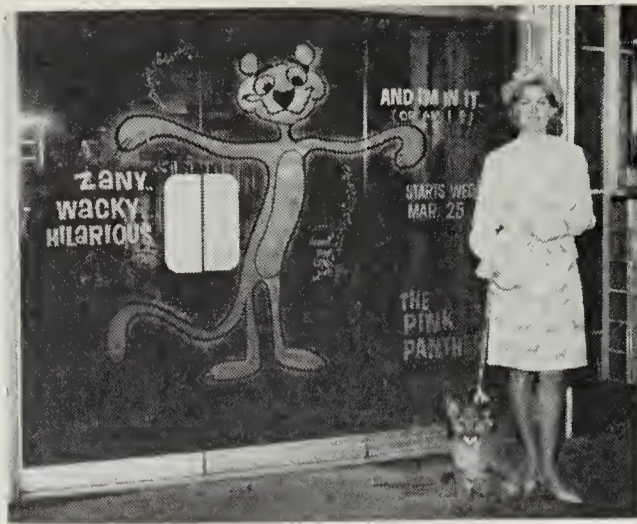
. . . Audrey Hepburn and Rex Harrison will attend the Chicago opening of "My Fair Lady" on Oct. 23 at the Palace. Opening night has been taken over as a benefit of the English Speaking Union. Seats cost \$25, \$15, \$10, and \$7.50 for the benefit. . . . The Harry Engelstein estate sold the Regal Theatre for \$1,200,000 to S. B. Fuller. . . . David Smerling, well known to the concession trade in this territory, has organized Michael James Productions. . . . Ben Katz, Universal press agent, announced issuance by Lloyds of London of a million-dollar policy covering Angie Dickinson's legs. This announcement tied in with Angie's arrival here for the opening of "Captain Newman" at the Chicago. . . . Members of the Lincoln Park Zoological Society were treated to an invitation preview of "A Tiger Walks," prior to the Easter opening of the film at the Roosevelt. . . . Larry Maloney has joined Fox exchange as head booker, succeeding W. E. Spencer, who has joined the sales staff of the company. Spencer formerly was with the San Francisco exchange.

## CINCINNATI

Variety Tent Three raised \$53,583 in cash and pledges in a telethon April 4-5 for its projects—the Juvenile Arthritis Special Treatment Center located at the Convalescent Hospital for Children, and for Birth Defects Special Diagnostic Center, for the benefit of children in the tri-state area of southern Ohio, northern Kentucky, and southeastern Indiana. The campaign, televised from the Taft Theatre using the facilities of WKRC-TV, was one of the most successful ever staged by Tent Three in its 31 years of raising funds for its charities. Stars Tim Considine, Virginia Gibson, Will Hutchins, Rick Jason, Billie Lee, Julie Newmar, Louis Nye, and area talent provided a well balanced program. Harry Kodinsky, representative and general manager for telethon campaigns for International Variety Clubs; William B. Shane, Tent Three chief barker; and Nate Wise, telethon chairman, were on camera at the end of the 18½-hour stint to thank the public for its contributions. . . . Roberta J. Palmer, secretary and office manager for Continental Distributing, died March 28 at Bethesda Hospital after an illness of several weeks. . . . New faces on Film Row include Eleda Aldridge, bookkeeper for J. M. G. Film Co., and Gloria Hardy, office manager and secretary for Continental Distributing. . . . The Oakley Drive-In has signed a four-week contract for "The Carpetbaggers," making it the first film to run a month first-run in a local drive-in.

## COLUMBUS, O.

All-year operation of the Hartman theatre, near RKO Grand and Loew's Ohio, is envisioned by the legitimate theatre's new operator, Danny Deeds, who signed a 10-year lease on the State street showcase. Deeds indicated the theatre will be refurbished and air-conditioned. Theatre Guild subscription season, other touring shows, one-man shows, and possibly summer stock are in prospect. . . . Next convention of the Independent Theatre Owners of Ohio is tentatively scheduled for late February or early March at the new Columbus Plaza motor hotel. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, was speaker at a luncheon of the Archbold, Ohio, Rotary Club.



This cute live pussy cat isn't pink, and we doubt if he is a panther, but he sure got tired publicizing with model attendant in pink outfit United Artists' "The Pink Panther" at the Senator, Baltimore, Md., where he is shown resting outside the boxoffice.

## DALLAS

M. J. Frankovich, Columbia Pictures, is scheduled to be the keynote speaker at the opening meeting of the Interstate-Texas Consolidated Theatres. The two day meeting will begin April 15. Frankovich is first vice-president of global production for the company. . . . Heywood Simmons, head of a local booking agency which bears his name, has entered the hospital to undergo a complicated chest artery operation. . . . The Esquire will be one of the 15 theatres in the U. S. and Canada which has been selected by Walt Disney to present "Mary Poppins" in a special pre-release engagement on Oct. 23. . . . Paul Backus, salesman for American International Pictures, was taken to a local hospital after becoming ill while on the job. . . . Ed Fisher, Universal's studio publicity department, made Dallas his first stop on a tour to publicize current and future films. . . . Jimmy Armstrong has joined General Films, headed by Bob O'Donnell. Armstrong, who has been Oklahoma booker for 20th Century-Fox, decided not to move back to Oklahoma City when that section was transferred back to that city. . . . Rowley United Theatres, with headquarters in Dallas, has purchased six theatres formerly operated by the United Theatre Corp., Arkansas. They include the Conway and 65 Drive-In, Conway; the Strand and the Ark-Air Drive-In, Clarksville; and the Rialto and River-Vue Drive-In, Morrilton. The Rex Cinema is making a bid as a first-run art theatre. It was previously the Rosewin. . . . Robert Easton Burke was a visitor here enroute to Hollywood to take up a film career. He appeared in some 35 Hollywood films prior to going to England, where he also appeared in a number of British films. . . . Francis M. Winikus, publicist, was here in behalf of "Lord Jim." . . . The Dallas Theatre League will sponsor the preview presentation of "The Fall of the Roman Empire" on April 8 at the Tower. . . . Miss Sue Amacker, manager, Fine Arts, reports that "Dr. Strangelove" has done more business during its six week run than "The L-Shaped Room" did in its seven week engagement, the previous record holder. . . . Edmon Ryan, the actor, is scheduled to visit here during the month to look over possible locations for a series of children's films he plans to make. . . . Richard A. Smith, president, General Drive-In, and Raymond D. Nasher, developer of the multi-million dollar North Park shopping center, have signed a long term lease for the first twin indoor motion picture theatre. The twin theatre will share a common lobby with the larger seating 1,000 and the smaller

500 patrons. . . . Mayflower Investment Co. has agreed to build an 850 seat movie house for Meagher Theatres of Irving in the Plymouth Park Shopping Center in Irving, Tex. Jerry Meagher, president of the theatre concern, and Bob Richards, Mayflower vice-president, signed the lease agreement. There will be facilities for live stage shows or events of community interest. The lobby will be of a new concept of architectural design and include a tv viewing room for those waiting for the next showing. It will be completed by next Dec. 15. Thomas N. Pauken will be the architect. . . . Anita Stegall is new assistant manager, Hollywood, Fort Worth, Tex., operated by Trans-Texas Theatres. . . . Larry J. Linck has succeeded the late Joe Lewandos as auditor for Trans-Texas Theatres.

## DENVER

The downtown theatres are cooperating with the Downtown Merchants Association on a massive Downtown Week. Barry Lorie is coordinating the theatres' participation. . . . William Prass, for the past 14 years publicity rep of United Artists here, died after a prolonged illness. Burial was in Minneapolis. . . . The New Roxy, Hemmingford, Neb., has just undergone an extensive refurbishing job. Lyle Fodnes is the manager. New concessions facilities were also installed. . . . Mrs. Tom McKee, who has been hospitalized in Rapid City, S. D., is now back on the job in Martin, S. D., at the Inland. . . . The Fiesta, Gillette, Wyo., recently destroyed by fire, will be replaced by a new modern theatre in the very near future, according to Richard O'Rear, Commonwealth Theatres executive at Casper, Wyo. . . . Radio station KROE, owned by Sam Rosenthal, Bison Theatre, Buffalo, Wyo., is celebrating its third anniversary. Rosenthal has been elected president of the Buffalo hospital board. . . . Peter Granville, director of "Becket," which opens on a reserved seat basis at the RKO International 70, where Bill Hastings is manager, was in the city doing the press, radio, and tv celebrity tour. . . . Hobart Gates, long absent visitor to Film Row, was in town renewing acquaintances. He opened the Harney, Custer, S. D., many, many years ago.

## HOUSTON

Gordon McLendon, radio station owner and theatreman, got his Harris County campaign under way at a dinner in the Rice Hotel attended by John Wayne, Rhonda Fleming, and other celebrities. McLendon, who is seeking the Democratic nomination for U. S. Senator in the May 2 Democratic primary, said that Robert Cummings, Joey Bishop, Ken Curtis, Jill St. John, and Pedro Gonzales-Gonzales will join Wayne and Miss Fleming in a statewide tour in his behalf. . . . Funeral services were held here for S. Bailey Houx, 85, president, American Construction Co., who built a number of skyscrapers in the city as well as the Majestic, which was opened in January, 1923. . . . Ed Fisher, Universal publicity department, was a visitor here with news concerning film releases. . . . A four week run of "Cleopatra" has ended at the Santa Rosa and Village. . . . Homer McCallon, manager, Loew's State, has announced a remodeling project is underway at the theatre. . . . Tobe Woods has signed a contract to play a role in an American International Pictures production to be filmed in California this summer. It will be titled "Rumble."

## INDIANAPOLIS

Greater Indianapolis Amusement Company, Inc., under the supervision of E. J. Clumb, announces the following management changes involving three of its downtown theatres: John Stearns has been transferred from the deluxe Keith's to the helm of the Lyric (Todd-AO) Theatre. Val Klaiber, formerly with MGM, has been named manager of the Keith's. David Snow has been named assistant manager of the Circle.

## JACKSONVILLE

Robert Mullis, owner, High Springs Drive-In, High Springs, made the rounds of Film Row on crutches. He suffered a broken leg in a recent automobile accident. . . . Rosalee Johnson, secretary to John Harlan at the Florida State Theatres home office, announced her engagement to Charles Martin. Their wedding is scheduled for an April date in Lake City. . . . Childhood diseases caught up with two WOMPI members during the week. Edwina Ray, FST home office, was felled by measles, and Jackie Hess, Columbia, was confined to her home with the mumps. . . . Marvin Skinner, local independent booker, has entered the exhibition field. He leased the No. 90 Drive-In, Baldwin, from R. E. Totman. . . . Skinner has also taken over bookings for the Smyrna, New Smyrna Beach, for the owner, Thomas E. Bell. . . . Steve Formato, formerly a salesman on Bob Capps' staff at MGM, came in from New Orleans to spend the Easter holidays with friends and then returned to his Louisiana post with MGM. . . . Linda Bourgeois has taken a maternity leave of absence from the MGM office. . . . WOMPI members filled and decorated Easter baskets for the children of a number of needy families. . . . A WOMPI rummage sale will be held on June 20 at the Brentwood Housing Project. . . . Alma Lee Pelegrin, student at Jacksonville University and daughter of Ernie Pelegrin, Columbia office manager, took second place honors in a city-wide speaking tournament conducted by the Baptist Association. . . . Ed McLaughlin, Columbia branch manager, returned from conferences with independent and circuit exhibitors of the Miami area. Ed's young son, Mikie, is spending a few days at home while he recovers from successful eye surgery. . . . ABC-Paramount Records has published a new 45 RPM record which celebrates two of Florida's major tourist attractions. On one side of the record is a rendition of Will McLean's "Ballad of Silver Springs," and the other side has H. Lyon's "At Weeki Wachee." Both songs are sung by Marlin and the Mermaids. The recordings are currently being played as non-synch intermission music in the large group of theatres operated by Florida State Theatres. . . . The two local drive-in theatres operated by Meiselman Theatres conducted an Academy Awards guessing contest for two weeks in advance of April 13 with the cooperation of radio station WMBR. Patrons visiting the drive-ins were invited to guess the names of the motion pictures and the years when 24 actors and actresses won Academy Awards. Grand prize for the contest is a 21-inch tv set and there are 150 lesser prizes. . . . Sheldon Mandell, co-owner of the Five Points, went into the home stretch with "Tom Jones," anticipating that it will increase its drawing power by winning a number of the coveted Academy Awards. . . . Meiselman's new Cedar Hills Theatre opened with the southern premiere of "Mediterranean Holiday." . . . For several weeks, radio station WAPE conducted

a guessing game which drew wide attention from its listeners. WAPE gave a daily clue as to the identity of a local "mystery man," and listeners were asked to name the man. The radio game and a tidy cash prize were finally won by a young lady who properly identified the mystery man as Robert Heekin, local district supervisor of Florida State Theatres.

## MIAMI, FLA.

Three reels of the feature film, "The Cardinal," were taken from the Arrow Drive-In, West Hollywood. Theatre owner John Gardner discovered the theft just after midnight. . . . A new booking and admission price policy has been effected at the Center and Ritz Theatres, which cater chiefly to Negro patrons. First run and special subsequent run double feature programs will now be shown at the Center at an adult admission price of 60 cents, students 35 cents, and children nine cents. Saturday matinee prices for students and adults will be 25 cents till 2 p.m. The Ritz will now show subsequent run double feature programs, starting with three changes weekly at a price of 40 cents for adults and students, except for a Saturday early bird price of 25 cents. . . . In order to accommodate a greater number of stockholders, Wometco Enterprises, Inc., has changed the site of its April 27 annual stockholders' meeting to the Forest Hills Theatre, Forest Hills, N. Y. Mitchell Wolfson, president, will call the meeting to order at 10 a.m. . . . Wometco Theatres' 10th annual Summer Movie Club children's shows will begin June 9 at the Miracle, 163rd St., Palm Springs, and Sunset, and June 11 at the Boca Raton, Gateway, and Plaza. . . . Mary Lawrence, manager, Sunset, rated space in Miami News amusements editor Herb Kelly's column with an article about Mary's prize publicity prop, a department store mannequin named "Sunni." The distaff manager dresses "Sunni" to suit whatever picture is playing at the art house at the time: a dashing bachelor for "The Suitor," a charwoman for "Ladies Who Do," a beatnik for "Greenwich Village Story." The big problem will be, said Kelly, when "The Lady With A Thousand Faces" is booked into the Sunset. . . . Frankie Avalon made personal appearances in connection with the premiere of "Muscle Beach Party" at the Carib, Miami, Miracle, 163rd St., and Palm Springs, all in Greater Miami, and the Gateway and Plaza, Broward County. In addition to appearances on stage of the various theatres, Avalon appeared on several radio and television stations and was interviewed for the Miami Herald and Miami News. . . . In connection with the premiere, Jack Mitchell, Wometco publicist, arranged displays of weight-lifting equipment by local health studio and lobby exhibitions of weightlifting in the different theatres. Finals of a weight-lifting contest to find "Mr. Muscle Beach" were held in the parking area of the 163rd Street Theatre. Avalon also made appearances at a benefit at the Homestead High School and at the Carefree Theatre, West Palm Beach.

## NEW HAVEN-HARTFORD

United Artists has sold "From Russia, With Love," away from downtown Hartford, scheduling the James Bond adventure thriller into the Keppner-Tarantul Burnside, East Hartford, to follow current engagement of Paramount's "Seven Days in May." Booking marks first UA attraction in the Burnside's recently instituted first-run policy. . . . Doug Amos, general manager of Lockwood

and Gordon's Theatres, met with Bob Tirrell, Hartford district manager; Bill Montgomery, Cine Webb; Mrs. Audrey Rushon, Windsor Plaza; Richard Wilson, East Hartford and East Windsor Drive-Ins. . . . The L and G East Windsor Drive-In hosted WNHC-TV (channel 8) personality Admiral Jack on a recent Friday night, the home-screen stalwart distributing toys and other novelties to his youthful charges in the concession building area. . . . Donn Iogha, district manager for Nutmeg Theatre Circuit, escorted Mrs. Harold Robbins, wife of "The Carpetbaggers" author, to a trade screening of the Paramount-Embassy co-production. Robbins has been in Europe on business. Work is progressing rapidly on Nutmeg's latest project, a 600-seat theatre in the Gateway Shopping Center, Wilton. A July opening is anticipated. . . . Franklin E. Ferguson, Bailey Theatres general manager, announced new popular price scale for 20th-Fox's "Cleopatra" at the Whalley, New Haven: Wednesday and Saturday matinee, \$1.25-\$1.50; Sunday matinee, \$1.50-\$2; Monday-Thursday evening, \$1.50-\$2; Friday-Saturday-Sunday evening, \$2.-\$2.50. Children are admitted for \$1 nightly except Saturday. . . . Frank McQueeney, Pine Drive-In, Waterbury, reopened, screening Universal's "Captain Newman" and "The Raiders" on a double-bill. . . . Eddie O'Neill, Bridge Drive-In, Groton, resumed operations.

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## NEW ORLEANS

Nine segregationists were arrested at Loew's State in a demonstration aimed at keeping prospective white patrons from purchasing tickets. . . . Local WOMPI were planning their combined election meeting and observance of Founder's Day to be held at Kolb's Restaurant on April 21. . . . Latest to join the WOMPI fold were Irene Gorka, Martin's Cinerama; and Kay Richard, Masterpiece Pictures. . . . The WOMPI will hold a theatre party for orphans on May 9 at the Famous. A "western" atmosphere will prevail. . . . The WOMPI will hold a rummage sale April 18 at 2620 Melpomene Street. . . . Mrs. Sidney Johnson, 88-year old mother of Calvin Johnson, Film Inspection Service, is recovering nicely from an appendectomy. . . . Floyd Harvey, Don Kay Enterprises salesman, was back on the job after a week battling infectuous virus. . . . Mary Greenbaum is a newcomer at Blue Ribbon Features exchange. . . . Joe Springler resigned after 12-years in the Warner exchange booking department, and joined Rene Brunet's Famous Theatre operation. . . . Fred Beiersdorf, Jr., sales representative, Dal-Art Film Distributing Company, Dallas, was in. . . . Work on remodeling the Saenger is progressing. The downstairs house will keep the original name, while the upstairs theatre will be called the Saenger Orleans. Mrs. Irma Lee, bookkeeping department; and Mrs. Diana Rothschild, film buying department, split the \$100 prize offered by Paramount Gulf for naming the houses, now scheduled for opening June 1. . . . Herman Dyke, former manager, Grand, Cornelia, Ga., was transferred to Fred McLendon's Martin, Florala, Ala. His successor at the Grand is Allie Combs. Dyke has been in theatre business for 16 years.

## PHILADELPHIA

The SW Hiway, Jenkintown, has its gala reopening today (April 15). Completely modernized, the screen attraction is "The Cardinal." . . . The Lansdowne Classic Cinema had a stage appearance of The Trianon Ballet. . . . William Goldberg, owner, Studio, visited

Leon Cohen, Vine Street Screening Room. . . . Dave Rosen, Mutual Films, was busy working on sports and school tieups for Times' "The Grand Olympics." . . . What anniversary is Benny Harris, American Film, getting ready to celebrate?

## PORTLAND

"It's a Mad, Mad, Mad, Mad World" moved into a 16th week here following a successful series of spring vacation daily matinees, Carl Miller, manager, Hollywood Cinerama, reports. . . . The Portland branch of the National Association for the Advancement of Colored People has requested permission to show the closed circuit tv spectacular scheduled for May 14. The Auditorium has been booked, and a permit request was made to the city. . . . Harpo Marx appeared to spearhead a rally for the Jewish Welfare Fund at the Benson Hotel.

## SAN ANTONIO

Norman Schwartz, manager, Aztec, downtown Interstate Theatre, has been named chairman of the theatre committee for the U. S. Savings Bond Drive to be conducted in San Antonio and Bexar County from May 18 through 30. . . . A special Friday morning showing of "South Pacific" was held at the Woodlawn for listeners of radio station KITE here. Listeners wrote in for tickets. Free coffee and donuts were served in the lobby prior to the showing. The film will open at the end of the current run of "Cleopatra," according to Herman Sollock, manager, Cinema Arts Theatre. . . . The Bandera Road Drive-In observed its eighth anniversary with a special three film feature program. . . . Sid Hicks was the winner of the San Antonio Express sponsored "Name the Star" contest and \$100 first prize. Second place winner was Antoinette Garza, who received two six month passes to any local Interstate Theatre. Both correctly identified the stars of the current motion picture, "How the West Was Won," which appeared in the newspaper with Hicks winning the tie with his 47 word essay. The contest was co-sponsored by In-

terstate Theatres. . . . Richard Vaughn, manager, downtown Texas, operated by Cinema Arts, staged a Saturday morning Pepsi-Cola show with six Pepsi bottle caps the price of admission. There were also free door prizes for the youngsters attending. . . . The Cinema Arts Theatres, Interstate Theatres, and the San Antonio Express and Evening News co-sponsored the Academy Awards Sweepstakes. Entrants whose selections most nearly watch the official Academy Awards in the eight categories listed on the entry blank will be declared winners of prizes. . . . The second annual Miss Spring Contest was conducted on the stage of the Palace at Childress, Tex., marking the climax of 12 days of balloting conducted by 14 merchants and the Palace to select Miss Spring from a group of entrants 16 to 25 years of age. . . . The Ritz, Killeen, Tex., which had been closed since 1958, has been reopened following a remodeling program, according to Eade Wallace, manager. Wallace said that construction of a drive-in will begin in a few months on a 27 acre site. The new drive-in will replace the present Killeen Drive-In, which is to be the site of a shopping center. . . . The Parkway, a 29-year-old theatre in Fort Worth, Tex., has been closed, and the building is being razed to make a new supermarket. . . . Bob Fredley, manager, Texas and Showboat, Texas City, Tex., won a week's tour to Palm Springs, Calif., as winner of the campaign contest conducted by Warner Bros. for "Palm Springs Weekend." . . . Roy Ragsdale is realizing a life long ambition to become a motion picture exhibitor by leasing the Texan, Junction, Tex. Ragsdale has been in the banking business for the past seven years. He is renovating the Texan for a grand opening. The present staff will be retained by the new owner. . . . Services were held for Clayton Bailey, Jr., Chief Drive-In, Nocona, Tex.

## SEATTLE

Word from the Alaskan earth quake disaster area regarding theatres is that the Denali at Anchorage has been badly damaged, probably beyond repair, and may have to be demolished, but that the Fourth Avenue, also in the Lathrop Circuit, is in operation or will be shortly. The Liberty, Seward, owned by W. E. Fletcher, is reported in good condition but is not presently operating because of the situation in the fire-ravaged city. The landing docks are out and no shipments are going in or out. Word has been received that the Fletcher family is all right, both in Seward and Kodiak, but the extent of damage to their Orpheum, Kodiak, is undetermined. From other points, the Center, Palmer, is now operating, and Dick Ballard's Wrangel has not been affected by the quake. All theatres in the Gross circuit are operating and in good shape in Juneau, Ketchikan, Haines, Petersburg, Sitka, and Skagway. . . . Variety Club is sponsoring "Mad, Mad, etc. World" opening April 22 and 23 at Martin's Cinerama, as a benefit for the Children's Orthopedic Hospital. . . . Harpo Marx, silent partner of the Marx Brothers, attended a dinner-meeting at the Olympic Hotel, inaugurating the 1964 fund raising campaign of the Seattle Federated Jewish Fund. . . . "War of the Buttons," running through April 20 at the Ridgemont, is being sponsored by the Turn Toward Peace group. Discussions of the film are scheduled at the Le Rapport Coffee House next door, April 10, 11, 17, and 18. They will be moderated by representatives of the clergy, U of W professors, an attorney, and members of the group.

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# PHYSICAL THEATRE ● EXTRA PROFITS

## In This Issue:

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Ceiling Space Saver *Page PE-7*

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**COVER PHOTO** • Architect's sketch of new 1,000 seat Broadmoor Theatre, set for Baton Rouge, La. shopping center, shows front of house being built by Gordon, Randolph and Guy Ogden, and Mrs. Gilbert Faulk.

**Volume 19** **Number 4**  
**April 15, 1964**

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*

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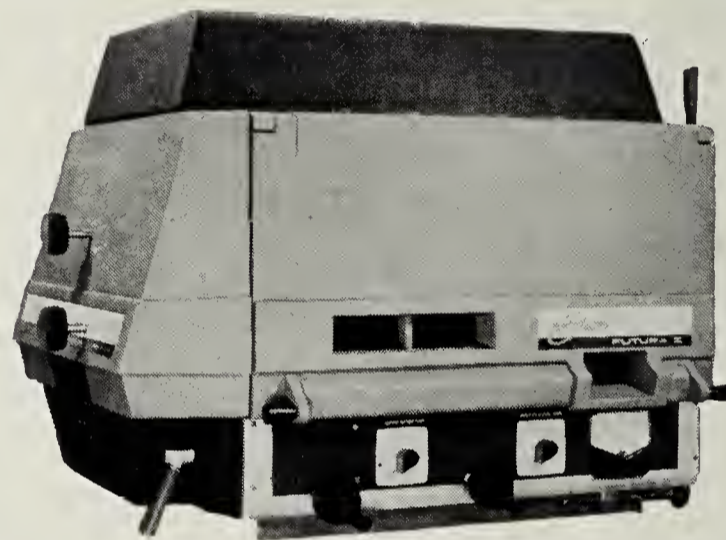
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## Editorial

### Movie Boon At N. Y. Fair

AN amazing variety of footage will pass through hundreds of motion picture projectors each day the 1964-65 New York World's Fair opens to the American public and visitors from abroad.

There is every indication that the Fair will eventually prove a real shot in the arm for the entire motion picture industry, since films have been employed in such a fascinating variety of ways. Film equipment requirements for the Fair are also proving to be sizable, not only for projectors, but for screens, specially designed sound equipment, Xenon and conventional arc lamphouses, and other devices.

Creative teams have been at work for months on many filmmaking projects, some of them new ventures requiring specially developed techniques. A dramatic method of exhibition, for example, was evolved by Cinerama for the film, "American Journey," which will move thousands of visitors each day through a colorful adventure story about the exciting history of North America in specially designed conveyances. Viewers will see sequences projected on more than 130 individual screens at the U.S. Government's Federal Pavilion.

Industry has been quick to recognize the value of films for entertaining and informing the vast number of visitors expected to throng the Long Island colossus each day. A number of companies have prepared elaborate films, some rivaling costly commercial productions in sophistication.

Many visitors will, doubtless, have never seen anything other than conventional 35mm exhibition. Their experiences at the Fair could, once they have seen with their own eyes the technical advances made by the industry in the last ten years or so, stimulate a new interest in the world of films.

The Hollywood Pavilion, which should prove to be one of the most popular areas at the Fair, will feature sound stages where shooting will be in progress each day for both demonstration purposes and to obtain footage for eventual use in actual features. The theme of the Pavilion will be set by a reproduction of the facade and forecourt of Grauman's Chinese Theatre, complete with prints in the walkway. Billboards will surround the Pavilion, adding to the festive air.

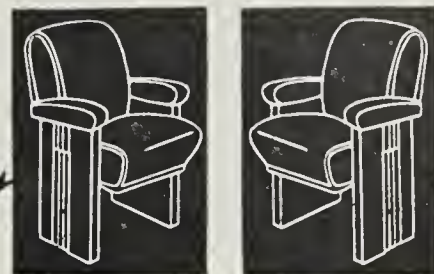
Another important effect of the Fair will grow out of drawing heavy crowds to New York City for a week or weekend visit to the fairgrounds. Patronage by the holiday crowds of the Broadway first-runs and other N. Y. theatres could amount to a bonanza for "the street," which could give a valuable boost to business throughout the country.

With such extensive public exposure in the offing, the industry in all of its phases can look forward to deriving quite a bit of favorable publicity throughout the coming year—a fact that cannot help but add to the general optimism of the last two years.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

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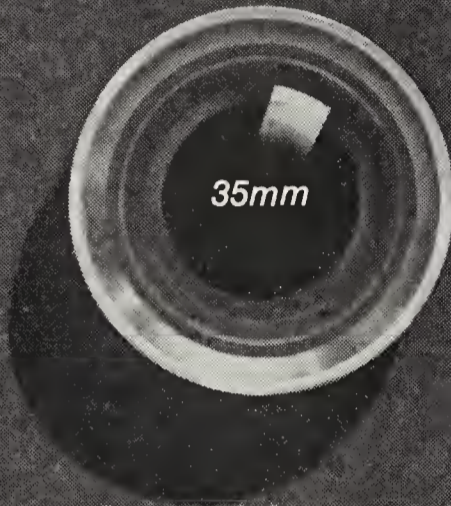
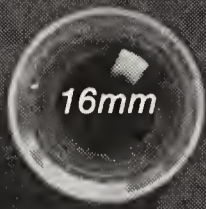
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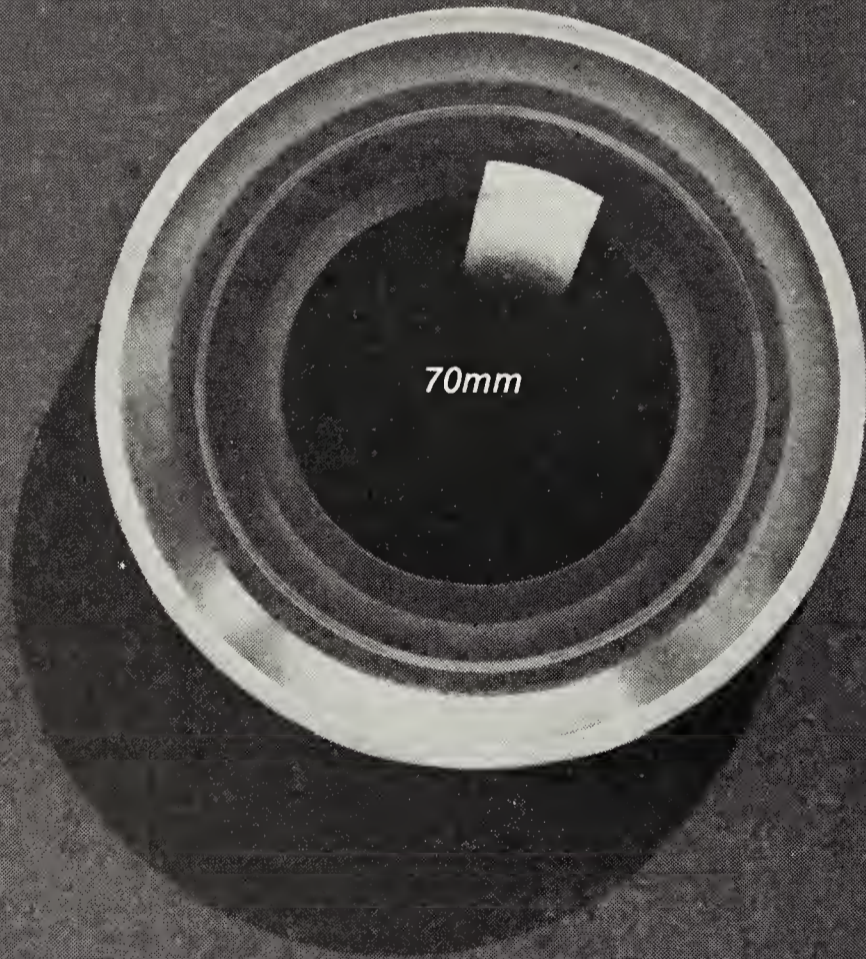
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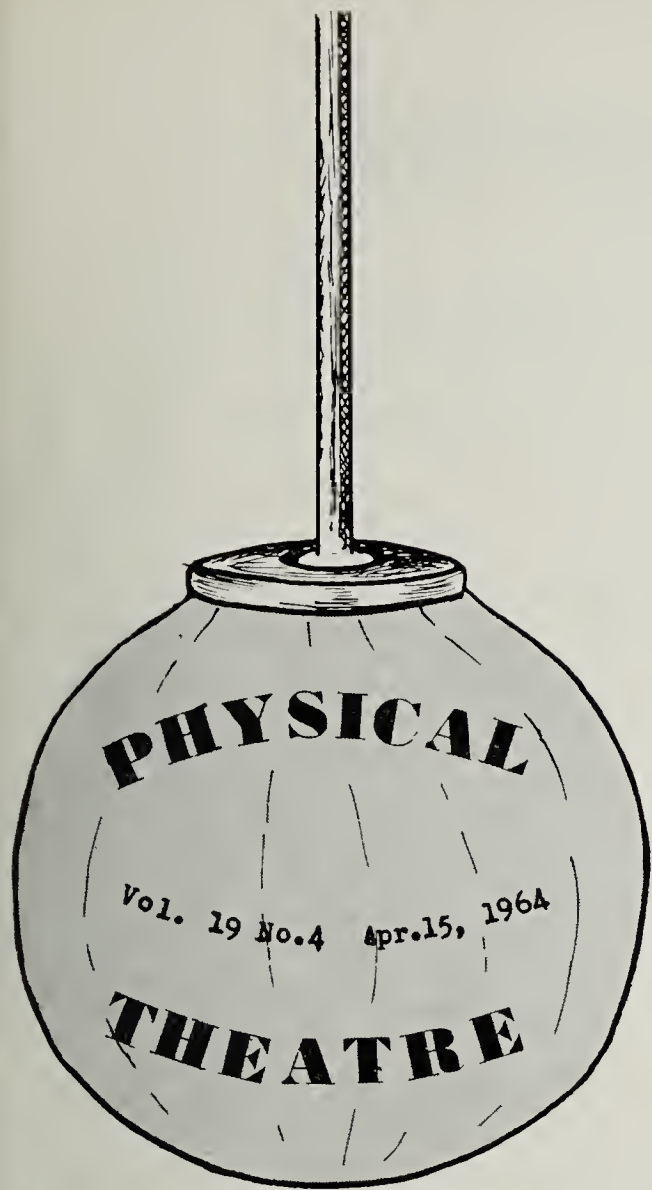
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# LIGHTING THEATRES TO BEST ADVANTAGE IS EASY

■ Though lighting the motion picture theatre presents many problems not normally encountered in other buildings, it can be done with a minimum of head scratching and costly miscalculation if you know what kind of job the different types of lights in the theatre must do.

Theatres use a wider range of illumination levels than practically any other type of commercial structure, ranging from the 40 or 50 foot candles that bathe the exterior and marquee in intense light, to the  $\frac{1}{4}$  or  $\frac{1}{2}$  foot candles that should be read in the darker parts of the auditorium while a show is in progress.

Poor lighting in the heart of a theatre, its auditorium, will either permit too much stray light on the screen, or leave patrons stranded helplessly at the rear of the auditorium waiting for their eyes to adjust to the over-dark conditions before they can seat themselves. Good lighting, first of all, helps your patron's eyes make the transition from a brightly lit zone to one of relative darkness. Secondary to the function of illuminating the theatre is the role lighting can play in beautifying it.

We know that light is the essential condition of vision for man. We also know that the absence of light masks that which is visually unpleasant. On the basis of these simple observations, we can put light to work in interiors to minimize the unpleasant and accentuate the beautiful.

Since light both beautifies and illuminates for safety's sake, it is of special import in design and remodeling considerations. To assure that correct lighting levels are used, we draw from past design experience, which has established accurate guidelines for interior and exterior lighting levels. Levels are specified in lumens (*the light emitted in a unit solid angle by a uniform point source of one international candle*)—in lamberts (*a unit of brightness equal to that of a surface reflecting one lumen-per-square centimeter*)—or in foot candles (*direct illumination over a surface one foot from a uniform point source of one international candle.*) Readings taken by lightmeter should approximate recommended brightness levels throughout the theatre. From the exterior of the theatre, which is usually lit to over 40 foot candles for safety and advertising effectiveness, a drop to half this reading is formal. The outer lobby and inner lobby should cut the general illumination level down to 10 foot candles. Points of interest that require stronger lighting may safely illuminate the general area in which they are located so that they are the only light source.

If your concession stand is located in the foyer, for instance, you may find that stray light from the stand may permit safe traffic movement in the area by itself.

Any decor that deserves special emphasis in either the lobbies or the foyer can also be accentuated by stronger light, keeping in mind that the area providing immediate access to the auditorium must be kept to a fairly low level. Once in the auditorium, the patron should be able to identify other persons and vacant seating without hesitation. If this is impossible, your transitional decrease in levels is too abrupt and should be corrected.

Stray light from the screen will considerably brighten the front of the house, requiring careful control of luminaires, or shielded light sources, along the walls and overhead if you want a sharp picture on the screen. Approximately  $\frac{1}{10}$  of a foot candle is recommended for the front of the auditorium, while  $\frac{1}{4}$  or  $\frac{1}{2}$  of a foot candle is suggested for the rear. With house lighting, the highest level should be the lowest possible while permitting safe traffic movement. Good auditorium lighting during the show makes movement possible but does not detract from screen brilliance.

Good lighting is a must for both safety and appearance sake, and, it will improve the quality of your screen presentations if you follow these few simple guidelines. When it's handled right, you stand to gain a lot, including a theatre that's "easy on the eye."

# THEATRE AIR CONDITIONING SYSTEMS

## Reliability And Economical Operating Costs Depend On Equipment Choice And Maintenance

■ Scientific control of environment in large public buildings such as the motion picture theatre has come to be accepted as a matter of course. It has been shown too, that one of the more important reasons for the healthy summer boxoffice at indoor situations has been the widespread adoption of air conditioning by American theatres.

With the hot summer months just ahead, exhibitors would do well to examine this important part of their physical plant for necessary maintenance or improvement now, while adequate time exists for ordering parts and scheduling required work.

The apparatus for accomplishing the task of changing the air in a large auditorium filled with people is mechanically complex and requires the attention of trained specialists for both installation and service. You can, however, assist your plant in functioning as efficiently as possible by learning how it operates and how it may be used to best advantage in terms of performance and life expectancy.

Regulating interior temperatures by processing the 10 or 20,000 cu. ft. of air per minute (required of the units in large auditoriums) is but one part of controlling the environment in which your patrons must spend several hours. In addition to heating or cooling the air it circulates, an air conditioning unit insures that proper dehumidification of muggy, vapor laden air, humidification of dry air, and removal of dust, dirt and odors will be performed.

The capital investment for this equipment is sizable and operating costs should be watched as an indication of efficient operation. Maintaining up-to-date records on the status of your plant will enable you to answer some of the important questions about its relative worth and condition. Some of the knowledge you should have available along these lines would include:

- (a) Whether you employ a central station system or multiple package units.
- (b) Year of installation.
- (c) Original cost and value represented on the books today.
- (d) Condition and appearance of equipment in general terms.
- (e) Cost of operation—(seasonal, including power, water & maintenance).
- (f) Present efficiency rating—(Is unit providing same amount of cooling as it did originally? What percentage of loss has occurred?)
- (g) Have you added heat-producing devices, changed auditorium capacity, or altered interior spaces without recalculating load requirements?
- (h) Estimated years of efficient operation left in plant.
- (i) Trade-value of equipment.
- (j) Comfort index rating of plant in all areas (Good, Fair, or Poor).

Some basic information may be of use should you find your knowledge of this type of equipment inadequate. You will find, for instance, that in large buildings one type of system, the central station system, has proved the most practical. With it, the processing equipment is located in one area and a ductwork system distributes the cooled or heated air to various areas within the building. The building may be broken up into different "zones," each with varying load requirements.

The alternative to a central system is the use of multiple package units with a capacity adequate for the zone in which each is located. Both equipment and operating costs usually run higher when this arrangement is employed.

Regardless of which system you have, you should be familiar with the problems peculiar to the theatre and other structures where a large number of people are present in rooms of the auditorium size.

One of the problems that grows out of the above situation is the sudden change in load requirements when the auditorium fills or empties. Normally, overtaxing equipment by radically shifting load requirements is to be avoided. In the theatre, bringing the auditorium up to or slightly in excess of normal temperature before show time can lessen the strain on the equipment.

Because of the large mass of air to be processed, many situations find it desirable to keep their plant in operation around the clock so that the insulation properties of the building work to store heat in the winter months and cold in the summer. Many structures have such thermal storage properties that it is impossible to heat or cool their interiors in a day or even two days with equipment at peak operation. An air conditioning specialist will be able to tell you how to use your building's properties to best advantage.

Another problem critical in theatre air conditioning is concerned with noise levels in the auditorium, since any outside sounds compete with the film's sound track. Equipment, therefore, should be located outside of the auditorium, or outside the theatre, if possible, so that operating noises from fans, compressors, motors, etc., are kept to a minimum. With a central system, equipment may be located at some distance so that noise picked up through the ductwork is held to as low a level as possible.

Currently, rooftop location of large central units is popular due to the quantity of air expended. This also shortens travel of air if air is introduced near the ceiling of the auditorium. Plants are also located in basement areas where good platforms for the heavy equipment afford vibration damping at the source.

A variety of methods are used to cool and warm the air supply delivered by a system. Almost all utilize a filtering system for cleansing the supply of outside air, tempering coils, a spray or other type humidifier, heat-

ing and cooling coils, and a large blower or fan to drive the processed air through the ductwork to the various areas served. It is also common practice to use additional circulating fans at the outlets in various areas, where reheaters may be employed to warm the air to the temperature desired. In most installations, recirculated air is also mixed with air that is refrigerated or heated from an exterior source.

Economical operation is effected when diffusion and return are smooth, so that control of outside air through doors and other ventilating sources is desirable. The amount of outside air introduced into the auditorium in warm summer months for instance, has a lot to do with the load your equipment must carry during "off-periods."

The air distribution system is of prime importance in designing the air conditioning facilities for a theatre. Air may be introduced into the auditorium by downward diffusion, whereby outlets are located in the ceiling and beneath the balconies, if any exist. The layer of conditioned air is directed out over the auditorium and settles down into the seating area. Air may also be introduced horizontally, but at a higher velocity, across the entire auditorium. Front to rear, and rear to front movement are both used, depending on the physical features of the theatre.

Introduction of air at low velocity from the ceiling area poses fewer problems with direct drafts, and tends to offer quieter operation, since the acoustical surface of the ceiling will absorb sound carried through the ductwork.

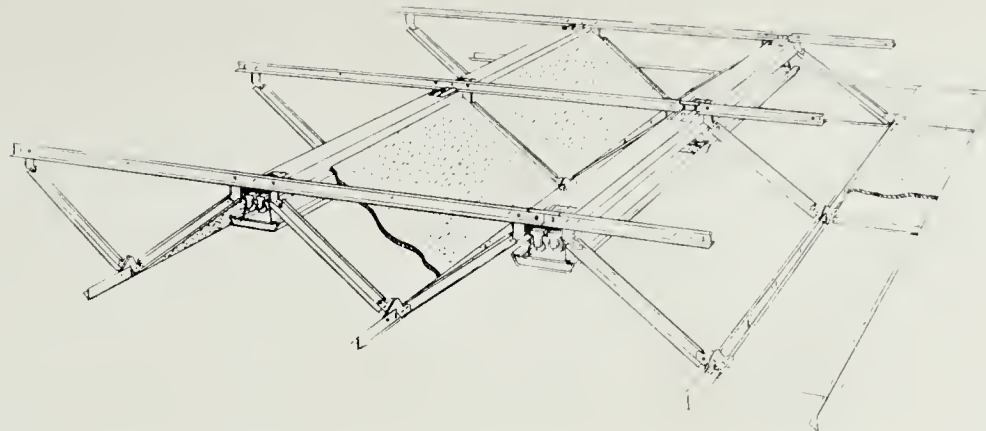
In some smaller theatres, systems have been installed whereby air is introduced along one side wall, well above the seating level, so that draft problems are held to a minimum. Air can also be introduced at high velocity at the front of the auditorium high along the sides of the proscenium arch so that sufficient front to rear circulation occurs.

All parts of an air conditioning system require seasonal maintenance, including equipment located in the ductwork, such as circulating fans. Neglect of any equipment can, of course, result in costly shutdown when you need the equipment most.

Planning an installation for simplified maintenance access can be a big help in any kind of air conditioned building. Most important, easy access to all motors, fans, etc., with bearings must be provided. Service access to coils and filters, important to equipment longevity and efficient operation, should also be simple.

As a theatreman, you will find attention to air conditioning equipment throughout the year will pay rewards in quiet, reliable operation at the lowest possible costs. A refrigeration engineer, or someone on the staff of a large air conditioning company will be able to give you the help you need in keeping your theatre a pleasant place to be. Neglect, on the other hand, will yield many a headache for the unwise.

# Ceiling Tents Hide Lighting, Air Condition



**SUSPENSION ASSEMBLY** supports ventilating panels at 33° angles, forming continuous series of tent-shaped ceiling troughs. Lighting is provided by a fluorescent fixture in apex of trough and is supported on the top bar of the main runner by means of clamps. Area at right shows how flat ceiling panels can be substituted for vaulted Luminaire modules.

**A**N ingenious ceiling that provides a self-contained source of lighting, air conditioning, and acoustical control has been developed for use in large commercial structures such as the motion picture theatre.

Basically, the ceiling resembles a conventional suspended arrangement, except that its folded-plate design creates a more striking visual effect.

Developed by the Armstrong Co., of Lancaster, Penna., with a specially designed suspension assembly for supporting the acoustical panels, the system incorporates all of the elements such as ductwork, diffusers, lighting fixtures, etc., found in the conventional dead space above ceilings in large structures.

The new ceiling, called the Luminaire B-48 System, is similar in design to the Luminaire A-50 System introduced by Armstrong late in 1963, except that it is based on a 48-inch rather than 50-inch module, and offers a visual effect of continuous geometric troughs instead of individual bays. The ceiling also costs somewhat less to install than the A-50 System, since it involves fewer components, and uses large industrial-type lighting fixtures, 96 inches in length, to span two complete ceiling modules.

Elements of the system include a specially designed suspension assembly which supports the acoustical panels at a 33 degree angle in the grid, thereby producing the unusual folded-plate configuration or trough-like effect that gives the ceiling its dramatic appearance.

At the apex of each tent-shaped trough is a specially designed fluorescent lighting fixture which can accommodate either one or two lamps, depending upon illumination requirements in the room. The fixture simply attaches to the top chord of the ceiling suspension system, and a removable end plate in each unit allows for continuous fixture-to-fixture wiring for the entire length of the ceiling. Shielding lenses may be used under the lamps if desired, but are not absolutely necessary.

Air distribution with the new ceiling is handled in basically the same manner as a standard ventilating ceiling. Conditioned air is discharged into the sealed plenum above the ceiling through a stub duct opening, then under continuous, even pressure, it is forced down into the room through thousands of tiny openings in the Luminaire panels.

This constant downward flow of air not only acts to repel dust and dirt from the ceiling surface, but also helps to prevent heat build-up around the lighting fixtures. As a result, the ceiling stays cleaner, and the lamps emit maximum light and hold their correct color for a longer period of time. The tented design of the system also increases

the total amount of acoustical surface on the ceiling, providing better sound-absorption for the room below.

Although comparable in cost to a conventional exposed grid ceiling with strip lighting and a duct and diffuser air distribution system, the new B-48 system is said to offer substantially better performance both from a lighting and air delivery standpoint.

The angled ceiling panels, for example, act as efficient reflectors for the fluorescent lamps, with the result that practically all of the light output of the lamps is directed down into the room where it is needed. The increased lighting efficiency means that fewer lamps are needed with the Luminaire system to achieve a prescribed level of illumination, and consequently there is less of a heat load on the air conditioning system. In addition, because each Luminaire trough contains its own light source, the light from adjacent troughs tends to overlap, producing a uniform level of illumination with a minimum of distracting shadows.

Air distribution is also highly uniform with the Luminaire System due to the fact that the entire ceiling serves as a diffusion source. Drafts and stagnant spots are completely eliminated. Installation costs are also lower because of the savings in ductwork and diffusers.

Despite the System's vaulted configuration,

beams and columns present no problem in ceiling layout. By substituting a row of flat panels for a row of B-48 modules, the ceiling can be easily "recessed" into the plenum without loss of ceiling height due to deep beams or other existing obstructions. When a column pierces the ceiling, flat panels simply fill in the space around the beam, and a pair of triangular shaped end panels is used to complete the modification. These same basic techniques, in fact, can be used to create many unusual variations in the ceiling design, affording customized treatment at little or no additional cost.

Since the entire Luminaire ceiling is, in effect, a self-contained source of lighting, air conditioning and acoustical control, arrangement of floor space beneath the ceiling need not be determined before the ceiling is installed. Partitions can be placed along any grid line at any time with assurance that the space below will be adequately served by all three elements. An adapter channel which fits over the lower grid members is available to facilitate attachment of partitions to the ceiling.

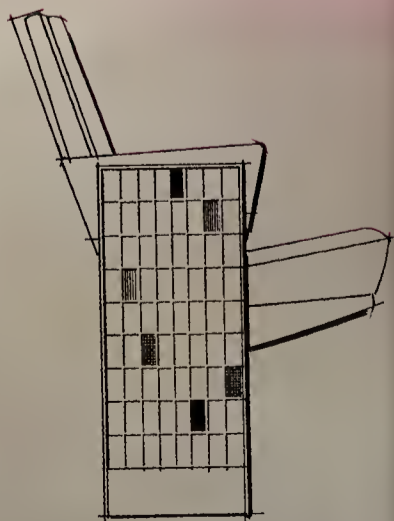
The new system is being distributed and installed exclusively by Armstrong Ceiling Systems Contractors, located in major cities. Specification and engineering assistance is currently available through these firms, or through any of Armstrong's district offices.



**MODERN INTERIOR** sketched by world-famous architectural renderer Helmut Jacoby, shows dramatic design potential of Luminaire B-48 Ceiling. Folded-plate configuration is highlighted by continuous bands of lighting running from one end of room to another.



THE *Stellar* SERIES  
by American Seating



Choose the look you like. The Soil-Guard (shown right, above) is optional.

# Selecting seating for selective audiences?

*The luxury you're looking for is here in American Seating's new Stellar Series. You can't make a better choice, or find a wider one.*

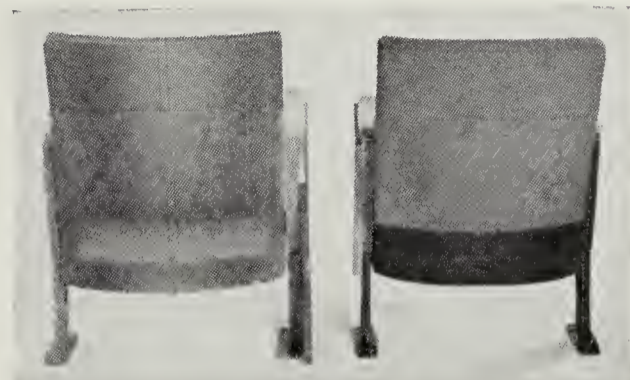
It's luxuriously comfortable. It introduces crisp, contemporary lines to theatre seating. It ends a 25-year stereotype in style. And it is as new as it looks.

American Seating's new Stellar theatre chair is the first one styled for your theatre alone without costly custom work—the only chair offering you a choice of every element of design.

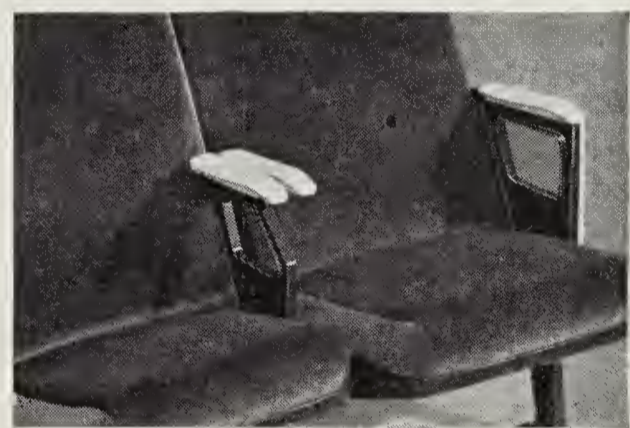
Fabrics, aisle standards, seats, backs, widths, mountings—all can be chosen freely to fit the setting. Colors, textures, shapes, sizes—your designer or architect can work with them all.

The idea? To make theatre seating an integral part of theatre design. The key to it is choice—and the Stellar Series gives you virtually custom choice at far less than custom cost.

Want details? *Write Department B-1 for our brochure on the new Stellar Series.*



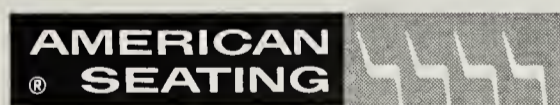
The Stellar chair has a very long back to protect the seat from feet. There are three variations of the Amerflex® plastic back, two of the upholstered back.



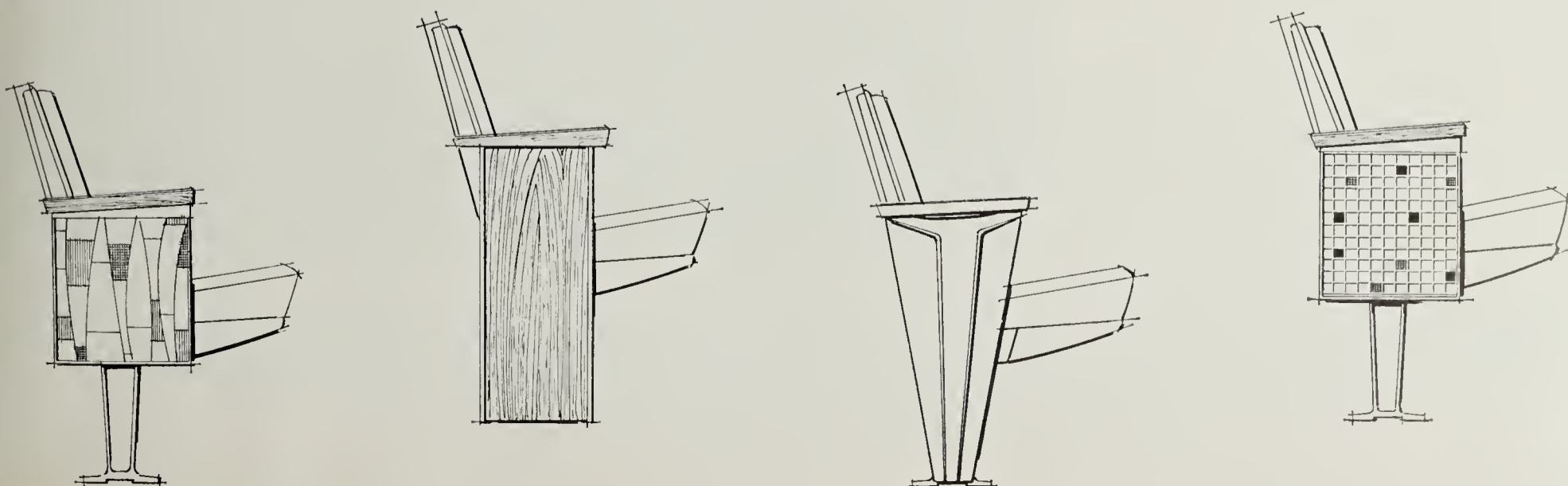
Single or double armrests are available. You may choose either type.



Exclusive Soil-Guard (optional) of solid-molded plastic protects upholstery at top of the chair back.



The standard by which all public seating is measured  
GRAND RAPIDS 2, MICHIGAN



# Fair Planners Use Films For Impact

By Fred J. Pfeiff  
Motion Picture Equipment Division  
North American Philips Company, Inc.

■ Of all the senses possessed by man, those of sight and hearing are no doubt highest on the list in importance to the well-being and advancement of the human race. It follows quite naturally then that an enterprise such as the coming New York World's Fair will lend greatest appeal through these senses. Since the Fair will be concerned with attracting large numbers of visitors, what better method could there be of titillating these senses than through the medium of sound motion pictures.

Apparently the planners and designers of the largest exhibits acknowledged this for the nucleus of many of the attractions will be motion pictures in varied and sophisticated forms.

## Many Projectors Needed

It can now be revealed that, after exhaustive tests and comparisons by the engineers and designers involved, almost one hundred Norelco projectors were chosen for use throughout the Fair. These will include 70/35mm, 35mm Pulse-lite, and 16mm models.

One installation alone will use more than 50 Norelco 16mm projectors in a multi-display synchronized with viewers' movement. In this exhibit rear projection and what is probably the most powerful light source ever applied to 16mm projection will be employed.

Another exhibit will utilize six Super Pulse-Lite projectors arranged to project on an immense circular screen measuring 240 ft. in the round. The audience will be located in the center of this gigantic circular display for a completely panoramic effect. These projectors are the latest product of Norelco technology. Using two of the newly developed SPP lamps more powerful than the earlier type, a light output of up to 15,000 lumens to the screen can be reached. To obtain this level of illumination and with the flicker-free results obtained from the Super-Pulse-Lite projector, an ordinary carbon arc equipped projector would have to employ a three-blade shutter and have an output at the arc of about 40,000 lumens.

## 70mm Installations

A third attraction will employ a battery of five Pulse-Lite projectors that will project on a like number of stationary screens distributed around the perimeter of a novel "auditorium." All of the projectors will be housed in a complex located in the center of the exhibit. The audience will be located on the outer area of a gigantic turntable or form of merry-go-round. Picture and sound will be synchronized for maximum effectiveness as each section of viewers passes a particular display.

The showings are continuous and the format requires a powerful light source that is capable of uninterrupted operation without retrimming or adjustment.

Three other auditoriums will utilize AAI 70/35 projectors. This is the most successful

and widely used combination projector in the world. Originally developed for the Todd-AO 70mm process, it has since been used in the presentation of all types of 70mm prints, including those made by the Panavision 70, Ultra Panavision, Technirama 70, Camera 65, Cinerama 70 and Dimension 150 processes. One of the outstanding features of the Universal 70/35 projector is that it is convertible in 4 minutes for 35mm operation.

At the Fair, Norelco 70/35's will be used in

other novel ways to entertain and educate. A later story will carry the details of the methods used.

Norelco is justifiably proud of its contribution to the enjoyment of the millions of visitors expected at the Fair. It is equally proud of having its projectors chosen by so many of the leading designers, architects, and engineers, who are helping to make the New York World's Fair one of the greatest attractions of this age.

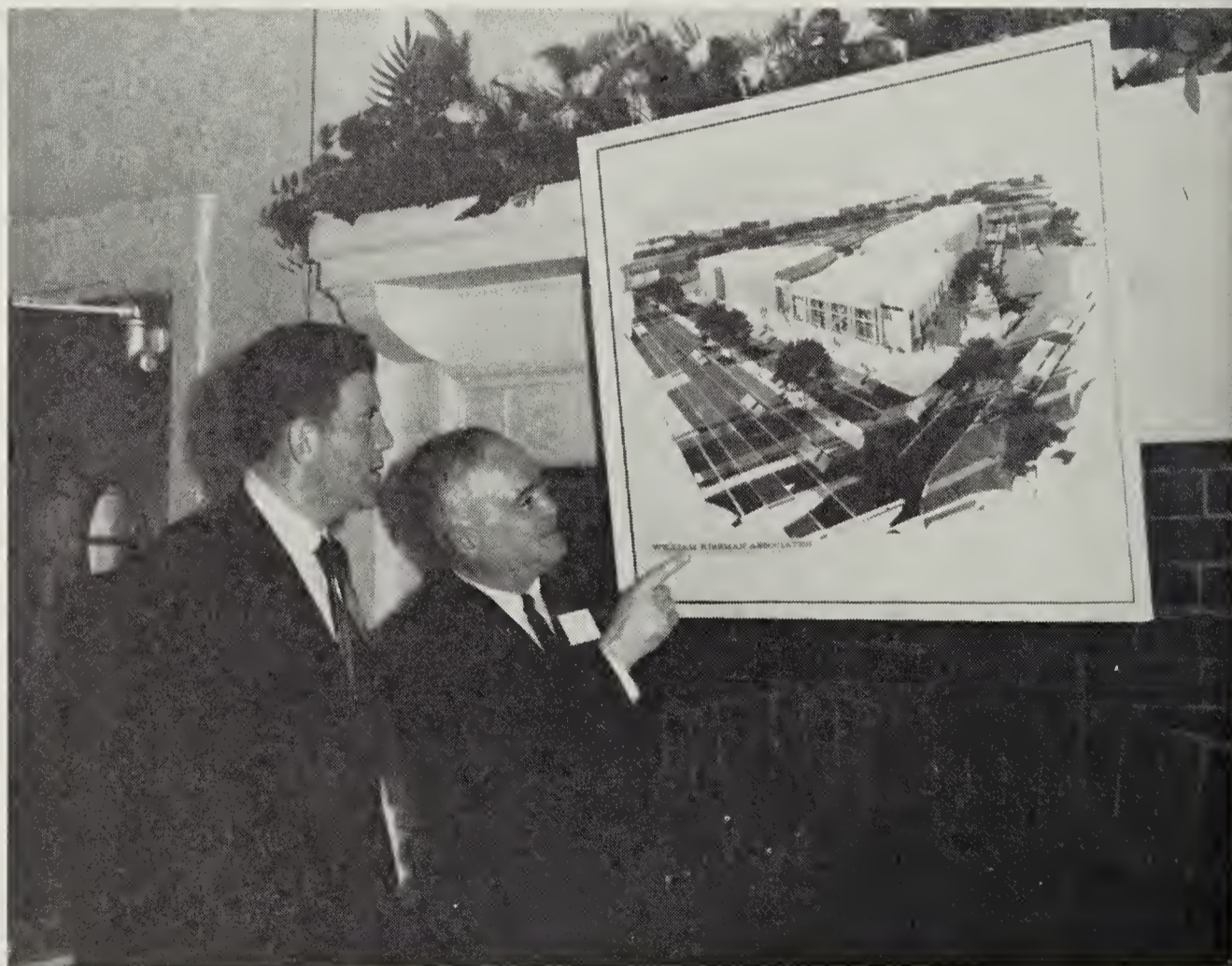
## C. E. Ford To Tech. Post

NEW YORK—Curry E. Ford has been named general manager of technology for the Carbon Products Div., of Union Carbide Corp. In his new position, Ford will be responsible for the Technical Center the Division, to establish in the Cleveland, Ohio, area, and will direct the research and development laboratories operated by the Division. Previously director of development, Ford will continue to report to W. A. Steiner, vice president, technology.

Ford was graduated from Purdue Univer-

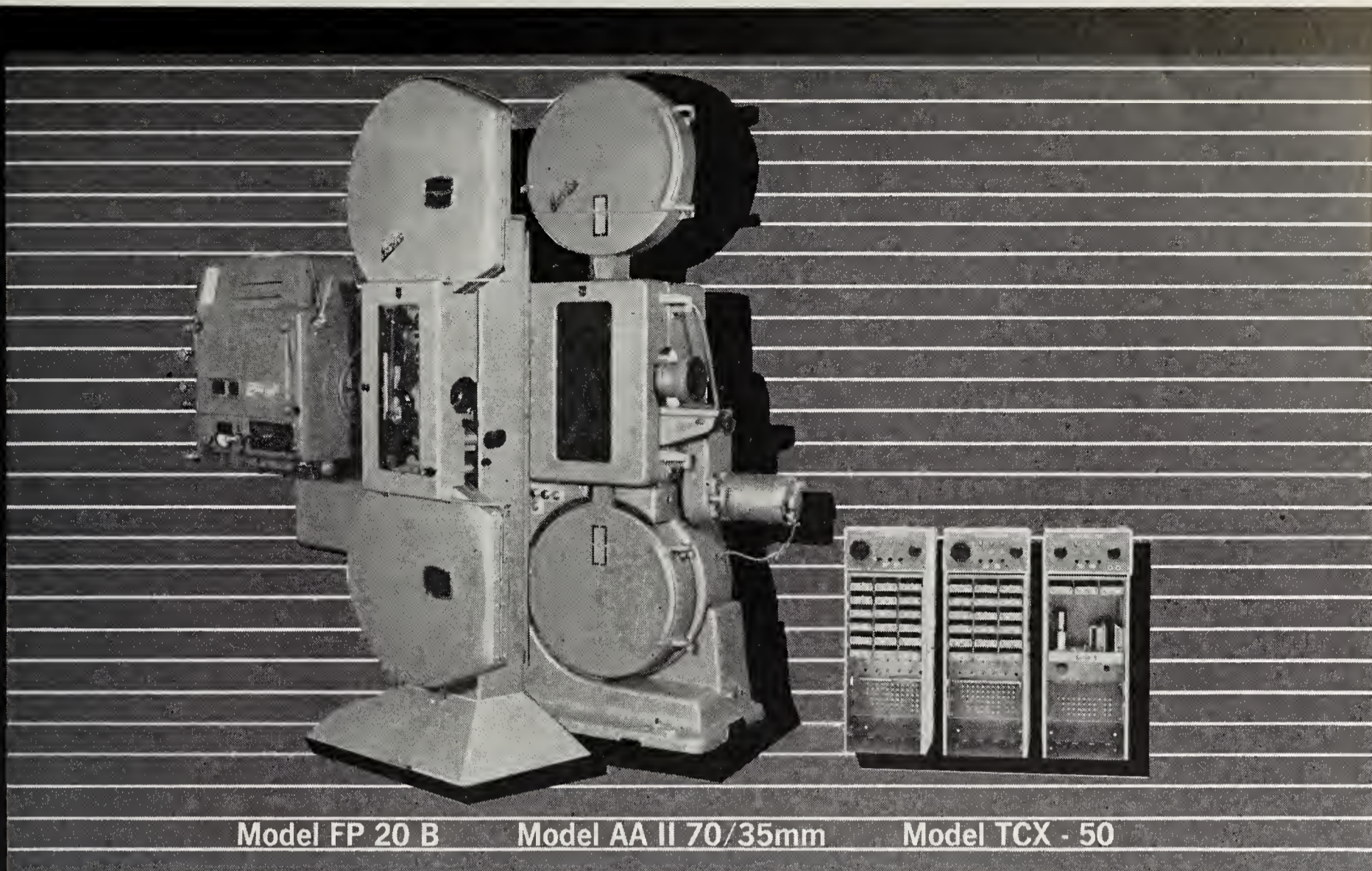
sity in 1933 with a B. S. degree in engineering; and received his M. S. degree from Harvard in 1934. He joined the Carbon Products Division in 1937, and was active in the development of carbon and graphite chemical process equipment.

In 1953 he was named manager of chemical product sales, and was appointed new products marketing manager in 1957. In 1960 he was named director of marketing, and since August, 1961, has served as director of development.



Edward Redstone of Redstone Theatres, and architect William Riseman look over sketch for now-under-construction theatre complex, to be known as Cinema One and Cinema Two, on Riverdale St. in West Springfield, Mass. The million-dollar project is to contain two auditoriums and a central lobby, with adjacent parking for 650 cars. Features are to include an open box office, lobby gallery for art displays.





Model FP 20 B

Model AA II 70/35mm

Model TCX - 50

# *All-in-One* PACKAGE HEADQUARTERS

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TRANSISTORIZED SOUND BY *Ballantyne*

**ONE** carefully coordinated plan even includes financing

Give us the four walls and we'll give you a completed theatre including famous Norelco projection, new hi fidelity Ballantyne transistorized sound, carpet, seating, draperies — everything, even financing—All-in-One.

This turn-key job includes planning, engineering and installation supervision as well—the perfect combination for the new build or lease shopping center theatres.

Working with your architect, we can give you the theatre of tomorrow, with modern concepts in layout, building design, auditorium, lobby and concessions. Be sure you check this easy, businesslike way to profitable operation.

Don't make a move until you've talked with Ballantyne and received a Ballantyne quotation.

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# *Ballantyne*

INSTRUMENTS AND ELECTRONICS, INC.  
A DIVISION OF ABC VENDING CORPORATION  
1712 Jackson Street, Omaha, Nebraska 68102



## All it takes is a Little ----

HERE'S HOW—an old fashioned marquee can be transformed into a bright, modern one. . . . Dan McDonald, manager of the Old Calany Theatre in Plymouth, Mass., an Interstate Circuit house, was plagued by his old marquee which customers couldn't read unless they got right up to it. The manager procured two pieces of marine plywood, 4 x 10 ft., had them painted, put on tracks for display copy, and then installed three spotlights for illumination. The daylight before and after shots show how the manager's ingenuity paid off.

The new marquee is bright enough to be seen from 600 ft. in any direction, quite an important over the old one. Manager McDonald brought the above examples of his handiwork to the Theatre Owners of New England workshop conference in Boston as an example of how to treat outdated marquees on a tight budget. Other theatre managers who have found solutions to problems such as the one faced by McDonald are encouraged to send word of their own "cures" which we will publish in the interest of better maintenance.

## Pepsi-Cola Income, Sales Set Record

NEW YORK — Pepsi-Cola Co. income and sales set all-time records in 1963, Herbert L. Barnet, chairman, and Donald M. Kendall, president, said in the Co.'s annual report.

This is the seventh consecutive year that the company has reported record profits. It marked the thirteenth straight year that the company has achieved record sales.

Net profit after taxes and adjustment for foreign activities in 1963 rose to \$16,145,500, compared with \$15,412,389 in 1962.

Pepsi-Cola's record 1963 net income was equal to \$2.46 a share on 6,556,735 shares outstanding. This compares with per share income of \$2.36 on 6,522,905 shares outstanding at the end of 1962.

Net sales in 1963 climbed sharply to \$218,539,715 over the 1962 sales figure of \$191,630,223. This marked the first time that Pepsi's sales have exceeded the \$200 million mark.

Principal factors in Pepsi's improved sales and profits picture included domestic and overseas plant expansion, accelerated advertising and sales promotional efforts, higher case sales, and new products.

Reported case sales for 1963 were up as they have been for 13 consecutive years. During 1963, Pepsi-Cola bottlers in the U. S. and abroad opened 34 new bottling plants around the world. Some 17 new plants with a total of 890,000 sq. ft. and representing an investment in land and buildings of more than \$7.7 million were completed.

It was reported that Patio Diet Cola, the company's new low calorie beverage was

available in 279 markets, containing over 70 per cent of the nation's population by the end of 1963. The drink was introduced in spring, 1963.

The company's lemon-lime product, Teem is now available on franchises serving some 65 per cent of the national population. Teem's financing and advertising support is being strengthened in order to realize the full potential of the product, it was disclosed.

The company's Patio line of flavored soft drinks, an adjunct to the bottlers' main product line continued to show an anticipated rate of increase in 1963.

Pepsi-Cola revealed that further research was being conducted on low-calorie beverages.

Bottler investment in merchandising equipment during 1963 amounted to more than \$23.3 million. Purchases of bottle and cup vending machines by bottlers both topped quantities of the year before; 40 per cent more display stands were bought in 1963 than in 1962. In 1963, Pepsi-Cola doubled its share of the on-premise cola market at fountain outlets. Twice as many items of Pepsi-identified dispensing equipment were placed as during the previous year.

The Report noted an increasing use of television advertising, both domestically and overseas.

Domestically, in 1964 the continuation of the "Now It's Pepsi For Those Who Think Young" campaign calls for the largest investment in Pepsi-Cola history. Media to be used includes 1,500 newspapers, 400 TV outlets, 3,000 radio stations and 16 national magazines.

## ABC Shows '63 Gains

NEW YORK—Jacob Beresin, president of ABC Vending Corp., announced that earnings of the company for 1963 were the highest in its history, with a gain of 4.7 per cent over the previous year.

Net income rose to \$2,820,000 or \$1.03 a share in the year ended Dec. 29, 1963 from \$2,694,000 or 98 cents a share in 1962.

Beresin said the corporation's 1963 total revenues of \$102,637,909 exceeded \$100 million for the first time. Cash dividends of 60 cents per share were paid during the year.

He reported total revenues increased over the previous year for the 16th consecutive time, and that equity per share of common stock rose from \$8.48 in 1963 to \$8.73 in 1963.

Beresin attributed ABC's record earnings in 1963 to the substantial number of long-term contracts signed with industrial plants; institutions and shopping centers; government agencies; airline terminals; military bases and theatre chains. In the latter category, a five-year refreshment service contract signed during the reported year with RKO Theatres, Inc. is expected to yield sales exceeding \$16 million during the life of the contract.

The new contracts, he said, have put ABC in a stronger position to capitalize this year on the general rise in public food and refreshment spending brought about by the recent Federal Tax cut.

He believes this increased spending and a marked ground swell in attendance at motion picture theatres, the category that accounted for 45.3 per cent of the company's revenue in 1963, will produce increased earnings in 1964.

## Century Asks Old Tariff

WASHINGTON, D. C.—A brief submitted for the Century Projector Corp. by Nathan D. Golden before the Tariff Commission sought reversal of the plans to eliminate the existing 11.5 per cent duty on professional motion picture projectors.

The brief seeks restoration of a tariff which will make the continued manufacture of professional motion picture projection and sound equipment in the U. S. economically possible.

The brief stated, in part, that "it is believed that a considerable part of the responsibility for the failure of these firms (*defunct U. S. projector manufacturers*) and their unfortunate competitive position has been brought about by the reduction of 67 per cent of the import duties. A reversion to the duties in effect under the 1930 Tariff Act when it was 35 per cent, would place American manufacturers in a competitive position."

## Ballantyne Fights Patent

DAYTON—The United States District Court entered an order and judgment here recently holding United States Patent Number 2,778,736 issued to Chester Wagner on January 22, 1957, entitled "Method of Deep-Fat Cooking Foods Under Pressure, invalid as a matter of law."

Invalidation of the patent resulted from a lawsuit brought by Ballantyne Instruments and Electronics, Inc. of Omaha, Nebraska against Chester Wagner and the Henny Penny Corporation of Eaton, Ohio. The suit asked the court to find the Wagner patent invalid and not infringed by the deep fat pressure fryers sold by Ballantyne under its trademark, Flavor-Crisp.

# Kodak Progress Detailed In Report

ROCHESTER—A record investment in company improvements—up 13 per cent over the previous year to \$81 million in 1963—is a highlight of Eastman Kodak Co., annual report.

A still higher level of investment is planned for 1964, the report notes. This year Kodak will invest about \$86 million in improvements and additions to production, administrative, and marketing facilities in the U. S.

In the past 25-years, Kodak has reinvested more than \$1 billion in company improvements. The outlay has been made on a "pay-as-we-go" basis with the company remaining free of debt.

Other Kodak records in 1963 were set in worldwide employment (78,400 at year-end), sales (\$1,107 million by U. S. units), and earnings (\$144 million).

Sales of all Kodak units around the world amounted to \$1,380 million, after the elimination of intercompany transactions. Associate companies outside the U. S. paid nearly \$18 million in dividends and royalties to Eastman.

## Photo Sales Lead

In 1963 Kodak declared its eighth stock dividend in the past 15 years. During that period (1949-63) Kodak's U. S. sales have risen 179 per cent and net earnings have increased 190 per cent. Wages, salaries and benefits totaled about \$491 million for 49,000 U. S. employees.

Kodak's 1963 sales by major product groups were divided on this basis: commercial and professional photographic products, 33 per cent; amateur photographic products, 26 per cent; fibers and plastics, 17 per cent; photographic and industrial chemicals, 10 per cent; professional motion picture film, 8 per cent; special military work, 4 per cent; and miscellaneous products, such as vitamin concentrates and monoglycerides, 2 per cent.

The report notes that Kodak's Apparatus and Optical Division had its best year in photographic equipment, due chiefly to the popularity of the new Instamatic cameras. Good growth was also noted in sales of photographic films, papers, and chemicals made at the Kodak Park Works.

The year was a productive one in the area of research and development with advances made in diverse fields.

## Research Encouraged

Basic research continued in areas of science that underlie the company's photographic and chemical products, the report noted. Research into the structure of the silver halide image, for example, has shown that photographic materials can store more information per unit of area than any other known material—up to 1 billion bits per square inch.

The company continued to benefit in a substantial way from the co-ordinated work of its laboratories around the world. An example is the discovery of a new compound by scientists engaged in photographic research at Kodak Limited in England. The compound was adapted by Tennessee Eastman for use in a new and whiter type of Kodel fiber.

The Kodak research effort found tangible

expression in the more than 100 new and improved products introduced by the company during 1963, the report stated.

Dramatic advances were made in photographic films and processing. Among these was the development of Kodak Bimat Film. Pre-soaked in processing chemicals, the Bimat film can be used to produce both a negative and a positive transparency in about 15 minutes. The system can be adapted for completely automatic handling.

The company introduced a film that can be exposed directly by the beam of electrons inside a special cathode-ray tube and a color motion picture film that can be processed to raise its effective speed to ASA 512.

The list of new photo-equipment was headed by the Kodak Instamatic Cameras. Introduced in 27 countries last February, Instamatic Cameras and their Kodak Film Cart-

ridges were well received by the trade and the public. Demand for these new products surpassed the company's own estimates.

Also new from Kodak was the Brownie Funsaver Movie Camera. At \$20, its list price is less than half that of the first Brownie Movie Camera introduced in 1951, through the Funsaver's features are more than equal to those of the earlier camera.

Kodak did more to improve its facilities in 1963 than in any year to date. The report reveals details of the company's \$81 million investment in additions and improvements to its equipment, plants, and distribution facilities in the U. S.

The Kodak Park Works in Rochester added a building for sensitizing photographic paper and continued work on a multi-million dollar improvement to film base and film sensitizing facilities.

## New Hall Simplex Equipped

NEW YORK—A pair of Simplex XL Projectors topped the list of equipment installed at Philharmonic Hall of the Lincoln Center for Performing Arts where New York's first Film Festival was recently held.

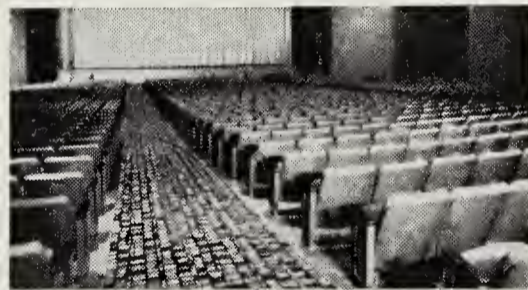
Other equipment selected included a Simplex transistor sound system, Altec power amplifiers, Ashcraft CoreLite lamps and rectifiers and a Technikote screen.

Spokesmen for the center reported flawless performance of all equipment during the

screening of 21 films during a 10 day period. More than 50,000 patrons attended the festival.

All the equipment was permanently installed with plans for a similar festival to be held next year already under way.

The complete installation was made by National Theatre Supply Company with Barney Kleid and Art Baldwin of National's New York City branch directing the installation.



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As one of America's largest carpeting contractors, National Theatre Supply installs miles of contract carpeting every year. National offers the greatest variety of fabrics, patterns and colors in carpeting designed specifically for use in theatres and public buildings. For example, National is headquarters for Alexander Smith's Nylwood carpet—the remarkable carpet that actually takes twice the wear of other carpet in its price range! For carpeting...and for all other fine quality equipment and furnishings for your theatre...ask your nearby National man to provide estimates and suggestions at no cost or obligation. Write or call, now.

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# NEW PRODUCTS

... that have Theatre interest

## Closed Circuit TV Camera



The Commercial Sound Department of the North American Philips Company, Inc., has announced a new, ultra-compact, self-contained, completely transistorized closed circuit television camera that is uniquely suited for surveillance of inaccessible or remote areas, for once the lens is focused, either manually or remotely, the camera need never be handled. It will adjust itself automatically to changing light intensities in the order of 1:15 and will produce a bright clear picture with light levels as low as one footcandle.

The camera has been engineered for closed circuit television systems in theatres, hospitals, banks, security areas, stores, airports, warehouses and factories.

Being fully transistorized, it is small (13" x 7" x 4"), light in weight (11 lbs.), generates virtually no heat (9.5 watts dissipation), and so can be mounted practically anywhere (ventilation not being a factor), and on anything.

It is tropic proof, resistant to extreme humidity, and will operate efficiently in temperatures ranging from 14°F to 113°F, indoors or outdoors. With the use of a weatherproof cover accessory, it can be used in any weather. The camera is also suited for use in high noise environments of sound levels up to 100 phons.

A full range of accessories (carrying case is supplied with the camera) will include table and wall support, pan and tilt head, remote control for pan and tilt, remote control for focus and aperture, remote control for a zoom lens, a switching unit for selection of up to five camera inputs, a weatherproof cover, zoom lens, and monitors.

## New Kollmorgen Catalog

NORTHAMPTON, MASS.—The Kollmorgen Corp. has just released its new Projection Lens Catalog, #7-01. Copies were distributed at the TESMA-TEDA meeting on April 9-11 and at the SMPTE Show.

The new brochure includes descriptions of the new short focal length lenses.

## Carpet Comb



For the theatre whose maintenance staff is responsible for carpet upkeep, Braun Brush Co. Of New York offers the Professional Carpet Comb, designed to lift carpet pile and loosen dirt in preparation for machine cleaning. The comb is later used to remove streaks after cleaning.

Designed and job tested over 200 times for the carpet cleaning industry, the carpet comb contains 600 teeth, 3/4" long, set in a "stagger tooth" pattern which eliminates streaks and requires less reworking time and effort than earlier brushes. With over 35 square inches of working surface, the comb covers a broader carpet area with fewer strokes.

Other features include a unique block design that makes the comb about 16 ounces lighter for easier handling; an angled insert which insures proper comb lift, eliminating lost motion and tugging; a permanently built-in bumper for the protection of walls and furniture. Each comb is fitted with a screw thread that will accommodate any push broom handle.

## Cordless Microphones

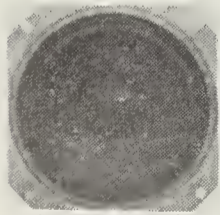


Tally-Ho, the new cordless microphone system that was recently introduced by Woodward Research Corporation, gives the speaker an option of microphone pickup units that are best suited to individual preference.

Since the Tally-Ho system was designed especially for public speakers and lecturers—men with highly personal delivery techniques—it is only natural, said Dr. Geoffrey Woodard, president of the Virginia electronics firm, that several different microphone choices would make the system even more attractive to speakers.

In researching the project initially, Woodward found that although portability and flexibility were paramount requirements, depth interviews brought out that actual size, weight, position and colors of the pickup device itself were almost as important to users as the portability-flexibility factors.

Another available microphone pickup consists of two miniature units, each about the size of a dime. They are mounted on short poles, to position them just an inch in front of the speaker's mouth. These are close-talking pickups; they will not pick up sound one foot away. Particularly useful in noisy locations, they can also be used in heavy crowds, such as found at a prize fight.



We will rebuild one Drive-in theatre in-car speaker FREE! Make it good as new—even better; Test us . . .  
**Send Speaker Today!**

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EXPERT SERVICE ISN'T ACCIDENTAL. Special sessions such as the ones given by Century Projector Corp.'s Long Island City factory enable service engineers to acquire the special knowledge necessary if they are to keep abreast of the latest changes in booth equipment. Century's training covers their latest projectors and the company's all transistor sound systems. The Altec service engineers attending sessions at the Century plant in the photo above are (L to R) Hans Newberger, Russell R. Giveans, Harry Randel, F. W. "Bill" Boettcher, Joseph Raho, Doug McLean, and Ralph Siegal.

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- MASSEY SEATING CO., Theatre Seat Rehabilitation
- NATIONAL THEATRE SUPPLY CO., Alexander Smith Carpeting
- NORTH AMERICAN PHILIPS CO., INC., Norelco AA11 Universal 70/35 Projectors
- STRONG ELECTRIC CORP., THE, Futura Projection Arc Lamps
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LIST ITEMS \_\_\_\_\_

ISSUE OF APRIL 15, 1964

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**MOTION PICTURE EXHIBITOR**

317 N. Broad St., Philadelphia, Pa. 19107.

### Electric Taxi



Sports fans who are physically unable to climb the ramps at Arizona State University's spacious stadium at Tempe, Arizona, get a free lift with a novel service—an electric-powered vehicle that rides them to and from their seats—that has D-I uses as a utility & maintenance vehicle.

The electric taxi is a battery-operated model 734 Cushman Truckster which can carry 5 passengers, including the driver. ASU uses 4 Trucksters for this mercy service, conceived by Frank Rispoli, assistant director of athletics.

Concerned by 4 fatalities which occurred in 1961 to physically-ailing fans after climbing the ramps, Rispoli developed the idea of using a fleet of Cushman Trucksters to transport cardiac patients, arthritics, disabled persons, pregnant women and other handicapped fans to and from their seats. The ramps rise steeply some 150 feet over a 300-yard span.

The Blanchard Co., local Coca-Cola bottlers, liked Rispoli's idea and donated 4 Cushman model 734 Trucksters as a public service. Ini-

### R. C. Head Optimistic

CHICAGO—W. H. Glenn, president of Royal Crown Cola Co., told the Board of Directors at its annual meeting here that sales and earnings will set new records this year.

He forecasted a 30 per cent after tax earnings increase, from \$2.10 in 1963 to approximately \$2.80 this year. He also saw an approximate 15 per cent sales increase for the nation's third largest soft drink company. Sales in 1963 were \$36.9 million.

The head of the Columbus, Ga., based company said the sales for the first quarter were substantially ahead of sales for the same period last year, with each of the three months establishing records and bringing to 30 the number of consecutive monthly gains.

The meeting was held in conjunction with the board's visit to Chicago to observe marketing trends and conditions in the nation's second largest consumer market and to participate in a series of activities planned for its three-day stay. Host for the Chicago visit was Myron Weil, president of the Nehi Royal Crown Corporation of Chicago.

In other action Robert G. Turner, general advertising manager, was appointed vice president-advertising. A native of Columbus, Ga., Turner joined Royal Crown in January 1961.

tiated during the past year, the taxi service was so gratefully received that the university is contemplating adding additional units.

When not on taxi duty, the electric Trucksters serve numerous transport services, such as carrying visiting dignitaries on tour of the campus, conveying the press to news conferences, and so on.

The Trucksters operate upwards of 50 miles per battery charge, and are easily recharged by plugging into a 110-volt outlet.

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## '64 Trade Show Builds

CHICAGO—Sixty one advance space reservations, representing 43 per cent of the available 141 booths at this year's Motion Picture and Concessions Industries Trade Show, Sept. 28-Oct. 1, 1964 at the Conrad Hilton Hotel, Chicago, have already been received, it was announced.

"Response to our initial announcement last month has been tremendously enthusiastic," NAC Exhibit Chairman Spiro J. Papas said. "Based on space reservations which are arriving daily, we should set a record for the earliest sell-out date in Show history. Mailing of the official Trade Show brochure this week to other previous exhibitors is expected to result in additional reservations," he said.

The Motion Picture and Concessions Industries Trade Show, jointly sponsored by the National Association of Concessionaires and Theatre Owners of America, is the industry's largest equipment and merchandise Show, and is held during the concurrent convention of both NAC and TOA.

Booths will feature products and merchandise displays by a variety of firms representing concession and theatre equipment, candy and confectionery products, syrup and beverage dispensing, specialty food distributors, popcorn machines and manufacturers of food-candy-beverage and cigarette vending equipment.

## Switzer Sales Award

Jack Sane, Kenmore, New York, and his wife recently returned from a week-long, expense paid vacation in Honolulu, Hawaii. This was part of the Grand Prize given by Switzer's Licorice for top nation-wide sales in 1963.

Sane received his official award as Switzer's Salesman-of-the-year in St. Louis.

Joseph Switzer, vice president and director of marketing at Switzer's Licorice, made the presentation of a four feet high trophy for sales leadership at a company banquet attended by Switzer's executives and their wives. The St. Louis excursion was the first leg of Mr. and Mrs. Sane's vacation trip.

Following their stay in St. Louis, the Sane's flew TWA jet to Los Angeles, where they attended the Western Candy Show. After a sight-seeing tour of Los Angeles and its surroundings, they continued on to Honolulu, Hawaii.

They finished their vacation with a week's stay in the Hawaiian Islands that included tours to all the islands in the group. Mr. and Mrs. Sane visited all the famous sights in Hawaii from Diamond Head to the garden island of Maui.

This is the second year the Switzer's Licorice has made this salesmanship award. There were over 60 salesmen vying for the grand prize won by Sane. Sane's sales territory for Switzer's includes New York State and Northwest Pennsylvania.

## Queens Center Theatre Opens

NEW YORK—The 1,400 seat Bay Terrace Theatre, in Bayside, Queens, opened its doors this month. The new house is located in the Bay Terrace Shopping Center on Bell Blvd. and offers patrons ample parking facilities.

Equipped for wide screen 35/70mm projection the theatre features extra wide seat spacing and quality sound reproduction from 15 surround speakers mounted on acoustically treated wall surfaces.

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Flood Lights</li> <li>....Switchboards</li> <li>....Transformers</li> </ul> <p><b>MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>....Theatre Forms and Systems, Personnel Training</li> <li>....Uniforms</li> </ul> <p><b>PROJECTION</b></p> <ul style="list-style-type: none"> <li>....Aperture Plates</li> <li>....Blowers, Lamphouse, Porthole</li> <li>....Carbons</li> <li>....Carbon Saver</li> <li>....Changeover</li> <li>....Dowsers</li> <li>....Film Cabinets</li> <li>....Film Cement</li> <li>....Film Coolers</li> <li>....Film Magazines</li> <li>....Film Reels</li> <li>....Film Rewinders</li> <li>....Film Splicers</li> <li>....Lenses</li> <li>....Motor Generator</li> <li>....Projectors</li> <li>....Projection Arc Lamp</li> <li>....Projector Parts</li> <li>....Pedestals</li> <li>....Rectifiers</li> <li>....Reel End Signals</li> <li>....Reflectors</li> <li>....Rewinds</li> <li>....Rheostats</li> <li>....Screens</li> <li>....Sound Equipment</li> <li>....Sprockets</li> <li>....Television, Theatre</li> <li>....Transformers</li> </ul> <p><b>SAFETY SUPPLIES</b></p> <ul style="list-style-type: none"> <li>....Door Hardware</li> <li>....Exit Devices</li> <li>....Fire Alarms</li> <li>....Fire Extinguisher</li> <li>....Fire Hose</li> </ul> | <ul style="list-style-type: none"> <li>....Kick-Push Plates</li> <li>....Ladders</li> </ul> <p><b>SANITARY SUPPLIES</b></p> <ul style="list-style-type: none"> <li>....Carpet Cleaners</li> <li>....Deodorants-Disinfectants</li> <li>....Floor Cleaners</li> <li>....Glass Cleaners</li> <li>....Hand Dryers</li> <li>....Mops—Brushes</li> <li>....Soap Dispenser</li> <li>....Upholstery Cleaner</li> <li>....Vacuum Cleaners</li> </ul> <p><b>SEATING</b></p> <ul style="list-style-type: none"> <li>....Auditorium Seats</li> <li>....Drive-In Seating</li> <li>....Seat Covers</li> <li>....Seat Cushion</li> <li>....Seat Reconditioning</li> <li>....Upholstery Material</li> </ul> <p><b>SOUND EQUIPMENT</b></p> <ul style="list-style-type: none"> <li>....Amplifiers</li> <li>....Inter-Coms</li> <li>....Exciter Lamps</li> <li>....Microphones</li> <li>....Pre-Amplifier Cabinet</li> <li>....Public Address System</li> <li>....Sound Equipment, Theatre</li> <li>....Sounds Heads</li> <li>....Sound Service Companies</li> </ul> <p><b>TICKET OFFICE</b></p> <ul style="list-style-type: none"> <li>....Admission Signs</li> <li>....Boxoffices</li> <li>....Cash Control Systems</li> <li>....Change Making Machines</li> <li>....Coin Sorters</li> <li>....Tickets</li> <li>....Ticket Boxes</li> <li>....Ticket Machines</li> <li>....Ticket Registers</li> <li>....Turnstiles</li> </ul> <p><b>DRIVE-INS</b></p> <ul style="list-style-type: none"> <li>....Admission Control Systems</li> <li>....Attraction Lights</li> <li>....Benches</li> <li>....Directional Lights</li> <li>....Dust Control Systems</li> <li>....Fences</li> <li>....Fireworks</li> <li>....Floodlights</li> <li>....Insect Control</li> <li>....Flares, Light</li> <li>....Heater, In-Car</li> <li>....Miniature Trains</li> <li>....Paint</li> <li>....Picnic Table</li> <li>....Playground Equipment, Rides</li> <li>....Pools, Swimming</li> <li>....Post Lights</li> <li>....Quarter Midget Racers</li> <li>....Ramp Lights</li> <li>....Screen Facing</li> <li>....Screen Paint</li> <li>....Screen Towers</li> <li>....Seats, Walk-In Patron</li> <li>....Speakers, In-Car</li> <li>....Speaker Cords</li> <li>....Speaker Cover</li> <li>....Speaker Posts</li> <li>....Speaker Repair</li> <li>....Sweepers</li> <li>....Underground Cable</li> </ul> |
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# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICESECTION** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO  
Vol. 71 No. 14

APRIL 15, 1964

## ALLIED ARTISTS

### The Strangler

DRAMA  
89M.

Allied Artists

ESTIMATE: Good mystery meller.

CAST: Victor Buono, David McLean, Diane Sayer, Davey Davison, Baynes Barron, Michael M. Ryan, Ellen Corby, Russ Bender, Jeanne Bates, Wally Camp, Mimi Dillard. Produced by Samuel Bischoff and David Diamond; directed by Burt Topper.

STORY: Eight women have been strangled by laboratory technician Victor Buono, and the police, headed by David McLean, are puzzled. Buono is questioned since the last victim was a nurse at the hospital, but he is released. He visits his invalid mother, Ellen Corby, at her sanitarium, and it's quite obvious that he is mentally disturbed, a condition that has been aggravated over the years by Corby. In between, he visits an amusement area where he has been winning dolls at a ring toss stand watched over by Diane Sayer and Davey Davison. The next victim is a nurse who saved Corby from dying. This brings Buono into the police picture again. He passes a lie detector test. Though warned against telling Corby of her nurse's death, he does so, and she has a fatal heart attack. Next he turns his attention to Sayer, killing her because he fears betrayal. He proposes to Davison, feeling free to marry her with Corby gone, but she refuses. He vows vengeance. The police decide to bring him in, but he eludes them hiding out in Davison's apartment. As he is about to kill her, the police rush in, and he falls to his death from her apartment window.

X-RAY: Murder will out but not until nine or 10 murders take place on screen here. Interest is well maintained, acting is competent, and direction and production are adequate. It should make up okay as part of the show. The screenplay is by Bill S. Ballinger.

AD LINES: "Torn From Today's Headlines Is This Story About A Murderer With An Eye For Beauty"; "The Strangler Strikes And Terror Stalks The Streets."

## COLUMBIA

### The Quick Gun

WESTERN  
87M.

Columbia  
(Technicolor)  
(Techniscope)

ESTIMATE: Okay Western.

CAST: Audie Murphy, Merry Anders, James Best, Ted DeCorsia, Walter Sande, Rex Holman, Charles Meredith, Frank Ferguson. Produced by Grant Whytock; directed by Sidney Salkow.

STORY: Gunfighter Audie Murphy returns to his home town after leaving it two years earlier following a fair gunfight in which two murderous sons of neighbor Walter Sande were killed. Enroute, he comes across outlaw Ted DeCorsia, who with his band is planning on attacking the town and robbing the bank in the absence of most of the able-bodied men who are off on cattle drives. Murphy escapes and warns the town's sheriff, James Best. When he sees former sweetheart Merry Anders, he learns that she and Best are going to be married. Sande and his nephew, Rex Holman, try to pick a fight with Murphy, but he refuses to indulge in gun play. He does agree to help the town stand off De-Corsia, and they set up barricades. Sande and Holman refuse to give up and force a fight. He kills both, for which he is jailed. The outlaws arrive, kill Best, and prepare to look for the money that was hidden, using Anders as a hostage. Friend Frank Ferguson releases Murphy from jail, and he outwits the remaining outlaws, killing them off. Anders provides a vital assist. With the town saved, Murphy decides to settle down with Anders and hang up his guns once and for all.

X-RAY: A familiar type of tale is to be found here along with fair performances, adequate direction, and serviceable production values. Color is helpful, and the entry should do okay as part of the show, with interest well enough maintained. The screenplay is by Robert E. Kent based on a story by Steve Fisher.

AD LINES: "Outlaws Try To Take A Town. The Result Is A Western Thriller"; "One Man Stood Between The Destruction Of A Town And Survival . . . One Man And A Quick Gun."

## EMBASSY

### The Empty Canvas

DRAMA  
104M.

Embassy  
(Italian-made)  
(English dialogue)

ESTIMATE: Fair import for adults.

CAST: Bette Davis, Horst Buchholz, Catherine Spaak, Isa Miranda, Daniela Rocca, Georges Wilson, Leonida Repaci. Directed by Damiano Damiani; produced by Carlo Ponti.

## NOTICE

In order to bring reviews to readers as soon as possible, the **REVIEWS** section of **MOTION PICTURE EXHIBITOR** has been expanded to eight pages this issue. In it will be found reviews of 27 feature pictures. There is no **EXPLOITATION** Section this week.

THE EDITORS

STORY: Horst Buchholz, a young artist, has two problems—he has no desire to paint nor does he wish to return to the home of his wealthy widowed mother, Bette Davis. He turns to comfort in lovemaking with Catherine Spaak, young artist's model, who likes sex. He accepts her in routine fashion until he discovers that she has another lover, and then jealousy rears its ugly head. He even offers marriage, but she prefers an uncomplicated existence of lovemaking as the mood strikes. He is even willing to let her have other lovers after they are wed, and when this fails he offers money but to no avail. she goes off on a holiday with her other lover, and Buchholz tries to kill himself with his car but only winds up in the hospital. She returns as he comes home and is perfectly willing to resume their relationship after having been dropped by her other lover. He lets her walk out and doesn't call her back as in the past.

X-RAY: Horst Buchholz and Catherine Spaak make love morning, noon, and night and in almost every place conceivable, and that's pretty much the sum and substance of this import. Of course, it shows Buchholz growing up in the process, and the subject matter lends itself to exploitation. It is also intended for adults only, what with some of the adult dialogue, situations, and undraped art work. The acting is fair, and direction and production are adequate. Bette Davis is seen in a minor role that does nothing for her. The screenplay is by Damiano Damiani, Tonino Guerra, and Ugo Liberatore based on a novel by Alberto Moravia.

AD LINES: "They Only Had Love On Their Mind—Morning, Noon, and Night"; "A Sex Excursion For Adults Only."

## MGM

### Gladiators Seven

MELODRAMA  
92M.

MGM  
(Eastman Color)  
(CinemaScope)  
(Italian-made)  
(Dubbed in English)

ESTIMATE: Well made action import.

CAST: Richard Harrison, Loredana Nuciak, Livio Lorenzon, Gerard Tichy, Edoardo Toniolo, Joseph Marco, Barta Barry, Tony Zamperia, Franca Badeschi, Enrique Avila, Antonio Molino, Tony Rubio, Emily Wolkowicz. Produced by Anagletto Fontini and Italo Zingarelli; directed by Pedro Lazage.

STORY: Arena spectators intervene by turning thumbs up on gladiator Richard Harrison after he staves off a troop of Gauls in battle. He is freed and returns to Sparta, and the same killers who assassinated his father make an attempt on his life. He vows to stop ruthless Gerard Tichy, who has designs on Harrison's betrothed, Loredana Nuciak. Harrison rounds up six other gladiators from the countryside and returns to oust Tichy. The

gladiators, based in a remote camp, harass Tichy's soldiers and build a following among the people. Nuciak is led to believe that Harrison murdered her father, and she pledges her hand to the real killer, Tichy. In an attack on the camp, Harrison and his men escape, and return to infiltrate Tichy's fortress, making their number appear greater than it is. Harrison seeks out Tichy, who uses Nuciak as a shield. He kills the rogue and Sparta is liberated.

**X-RAY:** For action, the film offers swash-buckle galore. Color is excellent, and performances on all sides competent. The import will please the younger set who go for the hero story line complete with a beautiful (no question about Loredana Nuciak's visual appeal) heroine under the thumb of a wicked scoundrel.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "See Seven Gladiators In Deadly Skirmishes"; "The Excitement Of The Roman Arenas In Full Color."

## Rhino!

DRAMA  
91M.

MGM  
(MetroColor)  
(Made in Africa)

**ESTIMATE:** Interesting entry on African wild life.

**CAST:** Harry Guardino, Robert Culp, Shirley Eaton, Harry Mekela, George Lane. Produced by Ben Chapman; directed by Ivan Tors; an Ivan Tors Production.

**STORY:** Zoologist Robert Culp comes to Africa to test new drugs on wild animals and hires white hunter Harry Guardino as a guide. They are out to locate a male and female white rhino, nearly extinct, and transport the animals to a game preserve where they can multiply and be safe from poachers. In reality, Guardino is a poacher who hopes to sell the rhinos for his own profit, marry district nurse Shirley Eaton, and leave Africa. They try Culp's "sleep-gun" which tranquilizes animals successfully on a variety of wild life, and soon Guardino knows enough about the equipment to put his plan into action. They assist a native tribe in getting rid of a bothersome leopard, and the natives tell them of the location of the white rhinos. Guardino and his fellow poachers steal Culp's truck and equipment and take off after the rare animals. Culp tracks them down, shoots Guardino with the tranquilizer gun, and takes him prisoner. Guardino turns the tables on him, and now Culp is the prisoner. When Guardino is bitten by a cobra, Culp saves his life with some new drugs. Guardino reforms, helps Culp capture the white rhinos, and the animals are transported to safety in the game preserve.

**X-RAY:** Director Ivan Tors has a way with the creatures of the sea and the jungle. His delightful "Flipper" proved a big hit with family audiences, and the same folks should enjoy this adventure in the African wilds. As usual, the animals are more interesting and appealing than their human co-stars, but the good cast manages to keep the story moving in interesting fashion. The scenes of animal hunts, and the use of modern methods to tranquilize lions, leopards, rhinos, etc., without harming them are especially fascinating. This shapes up as a satisfactory addition to any program, and the use of color is an added assist. Play this one up for the family trade. Screenplay is by Art Arthur and Arthur Weiss. It's a serviceable story, but the big stars are still the animals.

**TIP ON BIDDING:** Fair program rates.

**AD LINES:** "Armed Only With A Sleep-Gun, They Braved The Wilds Of Africa"; "They Sought The White Rhino . . . One To Save It, One For Profit."

Complete back seasons of these pink reviews sections are available to subscribing theatres at \$1.30 per set.

## PARAMOUNT

### The Carpetbaggers

DRAMA  
150M.

Paramount-Embassy  
(Technicolor)  
(Panavision)

**ESTIMATE:** Highly commercial explosive entry.

**CAST:** George Peppard, Carroll Baker, Alan Ladd, Robert Cummings, Martha Hyer, Elizabeth Ashley, Lew Ayres, Martin Balsam, Ralph Taeger, Archie Moore, Leif Erickson, Arthur Franz, Tom Tully, Audrey Totter, Anthony Warde, Charles Lane. Produced by Joseph E. Levine; directed by Edward Dmytryk.

**STORY:** Back in 1925, George Peppard lands a plane after buzzing a factory owned by his father, Leif Erickson, and when the two meet it's evident that feeling runs high between them. In an argument over Peppard's misconduct with a girl, who is waiting to be paid off, Erickson suffers a stroke and dies. Peppard immediately takes over, making attorney Lew Ayres his assistant. A cowboy helper, Alan Ladd, friend of the family, turns over his stock and rides out. Peppard buys his father's house to get rid of his step-mother, Carroll Baker, the girl he once brought home to introduce to Erickson and who agreed to marry the older man for his money. Alone, he visits an out-of-the-way bedroom where a twin brother died at an early age after exhibiting signs of insanity. Peppard starts to build an empire that includes planes, plastics, explosives, and even a Hollywood film studio. Ladd winds up as a top Hollywood western star, and it's helping him out of a jam that brings Peppard into the picture. Baker has an accident and returns home. After she recovers, Peppard decides to put her into a picture, and she becomes a star. In the process, he has a fight with studio head Martin Balsam. In between, almost on the spur of the moment, he woos and marries Elizabeth Ashley but then leaves her alone much of the time. Baker and Ladd marry, she takes to drink, and dies in an auto crash. Balsam withholds the news from Peppard with the aid of Robert Cummings, and he unloads his stock on Peppard, with Cummings getting a cut. Before Cummings was fired, he had set up a screen test for prostitute Martha Hyer. Peppard likes her, goes through with it, and she becomes a star. He practically forces Ashley into getting a divorce and proposes to Hyer. The divorce takes place even though Ashley has a child by Peppard. Hyer confesses her background to Peppard, who informs her that he knows all about her. All he wants is an attractive woman around him and not love or children. Hyer, upset, leaves him and her career. A showdown between him and Ladd also results, which convinces Peppard that insanity doesn't run in his family. He sells his empire and goes to Ashley and their child. Perhaps a brighter and better future is in store for all.

**X-RAY:** A best-selling and controversial novel that has sold over five million copies in various forms has been turned into a slick, explosive, and highly interesting film loaded with sex and intrigue, as well as frank dialogue and situations. All this would preclude its suitability for youngsters. It has been lavishly mounted and colorfully portrayed, and the end result will emerge as an attention-getter and a ticket-seller that could make quite an impression at the boxoffice. The cast is fine, direction is superior, and production values are excellent. Despite its length, it holds interest on high throughout. The screenplay is by John Michael Hayes, based on the novel by Harold Robbins.

**TIPS ON BIDDING:** Higher rates.

**AD LINES:** "One Of The Most Awaited Films In History"; "A Highly-Charged Ad-

venture About An Empire-Builder, Who Loved, Played, And Fought Hard, Letting No One Stand In His Way."

## 20th-FOX

### The Curse Of The Living Corpse

MELODRAMA  
83M.

20th-Fox

**ESTIMATE:** Lower half of exploitable horror combo.

**CAST:** Helen Waren, Roy R. Sheider, Margo Hartman, Robert Milli, Hugh Franklin, Candace Hilligoss, Dino Nazzari, Linda Donovan, J. Frank Lucas, Jane Bruce, Paul Haney, George Cotton, William Blood. Written, produced and directed by Del Tenney; associate producer, Alan V. Iselin.

**STORY:** A tyrannical millionaire, who always feared he would be buried alive, dies. To safeguard against premature burial, his will specifies his family must take certain precautions to make sure he is really dead. If they don't heed his wishes, he threatens to return from the grave and murder them, each in the manner they most fear. They ignore his wishes, and the following day, the crypt is empty. One by one, the "living corpse" claims his victims until he is at last unmasked as the weakling son trying to get the family wealth for himself.

**X-RAY:** This is the lower half of the exploitable horror combo headed by "The Horror Of Party Beach." The acting, directing, and production are passable, to put it kindly. There are a couple of bumbling Keystone cops that must set law enforcement back a century or two. All this, of course, is meaningless since there is an audience that responds to the blatant exploitation campaigns that herald these so-called horror films. They will probably turn out for this one, too. At least, they keep the leather-jacket crowd off the streets for a few hours.

**AD LINES:** "More Terrifying Than Frankenstein . . . More Deadly Than Dracula . . . The Creature That Undrapes The Passions Of The Living"; "He Left A Legacy Of Hate And Destruction."

### The Horror Of Party Beach

MELODRAMA  
78M.

20th-Fox

**ESTIMATE:** Mediocre, but exploitable, horror opus for teens.

**CAST:** John Scott, Alice Lyon, Allen Laurel, Eulabelle Moore, Marilyn Clark, Agustin Mayer, Damon Klebroyd, Monroe Wade, Carol Grubman, Dina Harris, Emily Laurel, Sharon Muryphy, Diane Prizio, The Del-Aires. Produced and directed by Del Tenney; associate producer, Alan V. Iselin.

**STORY:** A barrel containing radioactive waste is dumped into the sea near a beach frequented by a group of rock 'n' rolling teen-agers. The waste leaks out and covers a human skull, which turns into a frightening monster. Soon there are several monsters, and they need human blood to survive. They kill several teen-age girls and some fellows, too. A college professor, with the aid of a student, finally discovers that sodium will kill the monsters. While the youth rides off in search of all the sodium he can find, the professor's daughter discovers the hiding place of the monsters. She is rescued at the last minute, and the monsters are all burned to a crisp.

**X-RAY:** For many of us, it is hard to fathom the appeal these films have for a certain audience, yet there is no denying that the appeal exists. Where monsters are popular, this, coupled with "The Curse Of The Living Corpse," shapes up as an exploitable horror combo, despite the fact that the story is silly,



the monster about as frightening as Lassie, and the acting almost embarrassingly amateurish. Unhappily, that won't stop the kids, so who are we to complain. Production and direction are no better than they should be, but a rock 'n' roll group makes a lot of noise in several unidentifiable songs, and that's another treat for the juveniles. Reports are that these pictures do business, and who are we to quibble with the boxoffice? Screenplay and photography are by Richard L. Hilliard, and it's hard to say whether he's a photographer who writes or a writer who photographs.

AD LINES: "Warning . . . You Can't See This Shocker Unless You Agree To Release This Theatre Of All Responsibility For Death By Fright"; "Weird . . . Horrifying . . . Fantastic."

## The Young Swingers

MUSICAL  
71M.

20th-Fox  
(Associated Producers)

ESTIMATE: Hootenanny musical for teenagers, program.

CAST: Rod Lauren, Molly Bee, Gene McDaniels, Jack Larson, Karen Gunderson, John Merritt, Jo Helton, Justin Smith, Jerry Summers, Jack Younger, Bobby Harris Sextet. Produced and directed by Maury Dexter.

STORY: "The Vanguard," dance and entertainment spot for young talent, is to be demolished by real estate owner Jo Helton. Her niece, Molly Bee, amateur singer, finds herself drawn to performer Rod Lauren although she is Jerry Summers' girl. Bee asserts her independence when she reaches her 21st birthday, and accuses Helton of arson when the club burns. Helton has a change of heart and volunteers to provide better facilities. She hosts Bee's birthday party on her estate.

X-RAY: A total of nine tunes are packed into the brief running time of this musical, which isn't much on plot, which is credited to Harry Spalding. Aimed at the teen-agers, the hootenanny musical will satisfy as part of the program when directed toward the youthful audiences. The music is credited to Hank Levine.

AD LINES: "Hootenanny! The Craze That's Sweeping The Country!"; "C'mon Out And Let Yourself Go—A Real Hot Hootenanny With The Biggest, Brightest Bundle Of Young Swingers You've Ever Seen."

## WARNERS

### FBI Code 98

DRAMA  
104M.

Warner Bros.

ESTIMATE: Interesting documentary-style story of FBI in action.

CAST: Jack Kelly, Ray Danton, Andrew Duggan, Philip Carey, William Reynolds, Peggy McCay, Kathleen Crowley, Merry Anders, Jack Cassidy, Vaughn Taylor, Eddie Ryder, Ken Lynch, Charles Cooper, Paul Comi, Bob Hogan, Laura Shelton, Robert Ridgely, Francis DeSales, William Quinn, Ross Elliott, William Woodson. Written and produced by Stanley Niss; directed by Leslie H. Martinson.

STORY: Jack Kelly, Ray Danton, and Andrew Duggan are executives in an electronics company important to the nation's space effort. They are on their way to Cape Canaveral in their private plane when a bomb is discovered in the luggage. Danton disarms the mechanism, and the FBI enters the case. Their painstaking detective work results in the discovery that Duggan's wife, Kathleen Crowley, has been having an affair with employee Jack Cassidy. The finger of suspicion points in several directions until FBI legwork reveals that disgruntled employee Vaughn Taylor is responsible for the crime. Taylor

terrorizes Crowley on Duggan's yacht, but the FBI agents apprehend him before he can harm her. Duggan and Crowley are closer together after the adventure.

X-RAY: Painstaking police work and FBI methods are the most interesting features of this drama which tends to get a little murky where personal relationships are concerned. The documentary style provides a backstage look at FBI training, laboratory techniques, and the never-ending legwork which is involved in apprehension of a criminal. Of course, much of this terrain has been covered before, and there is little new shown here, but fans of detective stories are not the kind that mind repetition. The police work is interesting, but the whole thing could have benefitted if the case provided more personal drama as well. All in all, it shapes up as an interesting program entry, with a highly capable, though not particularly name-filled cast.

TIP ON BIDDING: Fair program rates.

AD LINES: "The FBI In Action . . . A Spectacular And Suspenseful Inside Look"; "Sabotage . . . That Means FBI Code 98."

## MISCELLANEOUS

### The Block

MELODRAMA  
67M.

Myers-Benson

ESTIMATE: Night club story for duallers.

CAST: Lillian Reis, Dick Lee, Joan Weber, Norman Brooks, Red Benson, James E. Myers, Monti Barry, Bob London, Phil Jaye, Lorrie Cummings, Phil and Lisette Diamond, Iris Hunter, Phil Layne, Paul Mitchell, Ron Logan, Johnny Cymbal, Louis Melisse, Ann Wright, Liana Muller, Terri Sawyer Quartet. Directed by Anthony Orlando.

STORY: Lillian Reis is a "B" Girl in the notorious Celebrity Club, night spot on "The Block," where she is also an entertainer. Wealthy playboy Dick Lee visits the club and falls for stripper Joan Weber. The boy friend of Reis, Norman Brooks, lures her into posing for some photographs with him which prove to be pornographic and for which she is to be blackmailed. Unable to control himself, Brooks proves to be a sadistic killer, and Reis is murdered. When club owner Lorrie Cummings refuses to give Brooks money for a get-away, she is also killed. Lee and Weber plan to wed.

X-RAY: Obviously made to capitalize on Lillian Reis, prominent in the unsavory local news, this Philadelphia-made meller featuring a cast of names known in the area recording, radio, and television field proves to be not as sensational as intended. An attempt has been made to play down the local angle. Most of the performers are singers, but they play straight non-singing roles in the film, and most of them are competent. Miss Reis does a version of her twist, for which she is known, and in the night club sequences there is background music, which, however, never becomes featured or prominent. Direction is satisfactory, while production is economical although adequate according to independent standards. There are a few scenes shot in Atlantic City, N. J. This is adult fare, although not as sexy as might be expected. Rod Benson, tv and radio personality, appears as himself. Aside from the local angles, we doubt the boxoffice potential of the effort, which, at best, may get by in the exploitation spots as a dualler. Script is by Orlando and Ronald Collier.

AD LINES: "The Story Behind A Night Club"; "Street Of Sin—The Block."

### Blood Feast

MELODRAMA  
73M

Boxoffice Spectaculars  
(Eastman Color)

ESTIMATE: Gory exploitation meller.

CAST: Thomas Wood, Mal Arnold, Connie Mason, Scott H. Hall, Lyn Bolton, Toni Calvert, Gene Courtier, Ashlyn Martin, Sandra Sinclair, Jerome Eden, Al Golden, Craig Maudslay, Jr. Produced by David F. Friedman; directed by Herschell G. Lewis.

STORY: Mal Arnold, Egyptian proprietor of a curio and gourmet shop, is the mad murderer of young girls, whose organs he uses in concocting cannibalistic dainties as denoted in rituals of an ancient goddess. Police are frustrated by the seemingly senseless crimes until Arnold is finally apprehended after being hired by a socialite to prepare an exotic Egyptian feast for her daughter's birthday. He is shot by police as he tries to escape across the city dump and falls to his death beneath the blades of a garbage disposal truck.

X-RAY: This grisly horror opus has little to offer save gore and blood in full color. There is so much blood that it figuratively runs off the screen and down the theatre aisles. Economically made, there is little acting to count other than the satisfactory performance by Mal Arnold as the murderer. It is to the producer-director's credit that the implausible screenplay does not become too ludicrous. Definitely aimed at the exploitation spots, this should do okay for the nondiscriminating, although the audience at the theatre where the film was caught did laugh at some of the blood dripping sequences in the murderer's human butcher shop.

AD LINES: "His Nubile Young Victims Screamed Out Their Life Blood As He Prepared The Most Horrible Of All Feasts"; "Nothing So Appalling In The Annals Of Horror."

## Intimate Diary Of Artists' Models

NOVELTY  
69M.

Ikey Beautiful Films  
(Color)

ESTIMATE: Okay nudie novelty.

CAST: Marie Perry; technical co-ordinator, Bunny Yeager; directed and filmed by Larry Wolk.

STORY: Marie Perry wins a beauty contest and goes on a trip to Florida, one of her prize awards. She decides to stay and seek work as a figure model. After an unfortunate experience with a photographer, who tries to get fresh, she goes to live with several experienced models, who show her the ropes. She manages to find work with artists, photographers, a sculptor, etc., and visits one of Florida's largest artists' colonies.

X-RAY: The "story" is merely a line upon which to hang the beautifully photographed shots of nude and near-nude artists' models posing and depicting what goes on and off inside the studios. Strictly fast-buck exploitation stuff, this should satisfy in the houses that can play it.

AD LINES: "A Revealing Expose"; "Top Art Models Posing For Painters and Photographers."

## FOREIGN

### Adorable Julia

COMEDY  
94M.

See-Art Films  
(French-made; English titles)

ESTIMATE: Cute entry for art spots.

CAST: Lilli Palmer, Charles Boyer, Thomas Fritsch, Jean Sorel. Directed by Alfred Weidenmann. Co-producers Les Productions De L'Etoiles Weiner-Mundus Films.

STORY: Charles Boyer, ex-actor has dedicated himself to producing and directing his prominent actress wife, Lilli Palmer in her plays. She realizes that she is growing older

as her son reaches college age. When Jean Sorel, an accountant in their office makes a play for her, she is at first shocked, then delighted and reciprocates via clandestine meetings in his apartment. She abounds other thoughts and looks forward to their periods of lovemaking. She even starts paying some of his debts to make their going out possible. His passion wanes after a while and he takes up with a younger actress who gets a part in her play with Boyer's cooperation. She shows her up on opening night realizing that she and Sorel are finished anyway and then acts her age, her relationship with Boyer once again on its usual level.

**X-RAY:** There are charming bits of fun and nonsense to be found here as an older woman falls in love with a younger man and mayhaps the art house audiences may find the on-screen moments pleasant. The cast gives a good account of itself and capable direction and production are of help as are the names of Palmer and Boyer. The screenplay is by Guy Bolton and Marc-Gilbert Savajon and is based on Somerset Maugham's "Theatre."

**AD LINES:** "When Theatre People Become Involved There's Fun On Stage As Well As Off"; "Lilli Palmer And Charles Boyer In A Charming Excursion On Romance."

## Bandits Of Orgosolo

DRAMA  
98M.

Pathe Contemporary  
(Italian-made)  
(English titles)

**ESTIMATE:** Starkly interesting tale of Sardinia's mountainfolk.

**CAST:** Michele Cossu, Peppeddu Cuccu, Vittorina Pisano. Written, directed, and photographed by Vittoria De Seta; a Titanus Film Production.

**STORY:** A Sardinian shepherd, Michele Cossu, is only interested in caring for his partly-paid-for flock of sheep, aided by his young brother, Peppeddu Cuccu. He becomes involved in an escapade by bandits as they pass through trying to escape the police. They stop at his hut, where pursuing police find evidence of their stay. Cossu refuses to tell that they have taken to the hills. In the follow-up gunfight, one of the policemen is killed. Cossu flees, knowing that they will think he was a part of the gang. With the sheep and aided by his brother, they make their way across the mountains. Suffering from a lack of food and water, all of the animals die. Cossu goes back to the village to learn that he has been accused of a number of crimes, and he decides he might as well be what they call him—a bandit. He steals a flock of sheep as his first act of defiance against the law.

**X-RAY:** Life in the Sardinian mountains is hard as well as simple, as evidenced by the detailed camera coverage of a portion of a shepherd's life, who is forced to turn against society when it turns against him because of circumstance. It's not a pleasant picture, yet there is an air of fascination about it, perhaps brought on by the simplicity of plot and characterizations, which are fine. The direction and production values are quite good. Art house devotees may well clasp this to their bosoms as a true artistic work.

**AD LINES:** "Man Against Man In The Hills Of Sardinia"; "An Absorbing Drama Termed By Experts As Outstanding."

## Challenge To Live

DRAMA  
99M.

Toho  
(Japanese-made)  
(Tohoscope)  
(Eastman Color)  
(English titles)

**ESTIMATE:** Interesting import.

**CAST:** Tatsuya Mihashi, Yoko Tsukasa, Masayuki Mori, Yumi Shirakawa. Executive producer, Sanezumi Fujimoto; directed by Eizo Sugawa.

**STORY:** During the war, Tatsuya Mihashi

is stranded with a wounded friend in mid-ocean on a raft, and the friend begs him to kill him as he is dying too slowly. After much badgering, he finally does kill him. Surviving, Mihashi once again faces death when a girl friend begs him to die with her in a suicide pact. They take pills. The girl dies, but he survives. Masayuki Mori, head of the oil company where he works, decides to give him another chance. Mihashi meets Yoko Tsukasa, Mori's daughter, who has been disillusioned by an unhappy love affair, and they fall in love. She turns out to be the sister of the man he killed, but this doesn't deter them in their lovemaking. Mori is faced with a dwindling oil supply and is anxiously seeking a solution. Mihashi suggests sending tankers to Iran, and Mori listens despite criticism. They go to investigate. A contract is signed, and Mihashi insists on going with the tanker even though it might well turn out that he has tuberculosis. They get the oil and are homeward bound when Mihashi is forced to bed. He dies enroute home and is buried at sea.

**X-RAY:** This entry with a modern-day motif resembles some of its American counterpart films, with the exception of the suicide bit. It has a certain amount of interest as it unreels. The acting is good, and direction and production are capable. It's another average entry for the art and specialty spots. The screenplay is by Kaneto Shindo.

**AD LINES:** "A Thrilling Tale Of Men's Emotions And A Search For Oil"; "High Adventure In Romance And Industry."

## Douglas The Finger Man

MELODRAMA  
108M.

Pathe Contemporary  
(French-made)  
(English titles)

**ESTIMATE:** Satisfactory expose of French underworld.

**CAST:** Jean-Paul Belmondo, Serge Reggiani, Jean Desailly, Fabienne Dali, Michel Piccoli, Monique Hennessy, Marcel Covelier, Jack Leonard, Aime De March, Carl Studer. Produced by Carlo Ponti and Georges De Beauregard, written and directed by Jean-Pierre Melville.

**STORY:** Serge Reggiani, out of prison, discusses a burglary with a fence who once killed one of his girl friends. Reggiani suddenly shoots him with his own gun. Later, Jean-Paul Belmondo brings special tools Reggiani and an accomplice will need. When they leave, he forces Reggiani's girl to give him the location of the burglary and later she is found dead in a smashed car. The police arrive as the safe is being worked on, and Reggiani's accomplice is mortally wounded, as is a policeman by Reggiani, who plants the gun on his accomplice. Reggiani is also hit. An underworld doctor gets the bullet out. Later, the police pick him up for the killing of the fence, and while in jail, he offers a huge sum for the death of Belmondo. The latter gets him out of jail while killing a pair of enemies and planting evidence that they were the murderers of the fence. Belmondo convinces Reggiani that he is a friend and that the dead girl squealed to the police. Friends again, Reggiani remembers his reward in prison and hurries off to prevent Belmondo getting killed. He is himself accidentally killed by the assassin. Belmondo arrives and he and the killer shoot each other.

**X-RAY:** This import has mayhem and murder aplenty. It would have been of greater advantage if it also had a less confusing story line because the atmosphere is fine, the acting is impressive, and the direction and production are adequate. It should do okay in the art spots, and interest is well maintained. The screenplay is by Jean-Pierre Melville based on the novel by Pierre Lesou.

**AD LINES:** "No One Tangles With The French Underworld And Lives"; "A Thrilling Expose About How The French Underworld Operates."

## The Given Word

DRAMA  
98M.

Lionex Films  
(Filmed in Brazil)  
(English titles)

**ESTIMATE:** Impressive import.

**CAST:** Leonardo Vilar, Gloria Menezes, Dionizio Azevedo, Geraldo Del Rey, Roberto Ferreira, Othon Bastos, Norma Bengell. Produced by Oswaldo Massaini; directed by Anselmo Duarte.

**STORY:** Leonardo Vilar, poor peasant of the Brazilian backwoods, makes a promise to a saint to carry a cross from his village to the church in the city if his donkey gets well. The animal recovers, and he sets about to keep his vow. They arrive at night to find the church locked, and while he guards the huge cross, his wife is enticed into a hotel by a pimp who seduces her. She rejoins her husband the next morning as the priest arrives to open the door. He is pleased by Vilar's devotion, but when he learns that voodoo was involved, he refuses to let him enter the church to the poor man's bewilderment. Townsfolk watch the struggle between the two, and a reporter does a story on the conflict which makes the headlines throughout the country. Television cameras are sent to cover. Vilar's words are twisted so that he appears to be a dangerous social agitator. Tempers flare, and eventually Vilar tries to enter the church by force. The police try to step in, the mob gets out of hand, and a riot ensues.

**X-RAY:** Basic human emotions and the faith of a simple man are bandied about in a sea of artificial and natural conflict, and the result is an unusual motion picture of merit for the art house set seeking the different. The talents involved have been recognized through the number of awards the film has won in a variety of competitions and showings, and the honors seem deserved. The acting is fine, and the direction and production are superior. The screenplay is by Anselmo Duarte, based on a stageplay by Dias Gomes.

**AD LINES:** "A Film Of Rare Distinction"; "A Cinematic Experience That's A Masterpiece."

## The Grand Olympics

DOCUMENTARY  
120M.

Times Film Corp.  
(Eastman Color)  
(Italian-made)  
(English Narration)

**ESTIMATE:** Excellent record of 1960 Summer Olympics in Italy.

**CREDITS:** Directed by Romolo Marcellini; edited by Mario Serendrei, aided by Jolanda Benvenuti and Alberto Verdejo; music by Italian Symphonic Orchestra; Franco Galliano in charge of production.

**STORY:** Races on land and in the water, running, jumping, field events, weight lifting, gymnastics, long distance walks and runs, wrestling, boxing, horse racing, etc., are to be seen as the world's top athletes compete against each other in and around Rome.

**X-RAY:** A battery of cameras and expert operators have filmed the Summer Olympics in Italy in 1960 in most remarkable and revealing fashion, and this, plus some very fine editing and assembling, has resulted in an interesting and outstanding entry that should garner some wonderful comment from followers of this type of film. Rarely has color been used to such advantage. In addition to the sports events, backgrounds of Rome and even some humorous sidelights of the athletes in and out of competition are to be seen. Special tie-ups with sporting associations, schools, etc., can prove of benefit at the box-office.

**AD LINES:** "The Olympic Games In Thrilling Color"; "Action And Fun As The World's Outstanding Athletes Vie For Gold Medals."

## A Mistress For The Summer

DRAMA  
80M.

American  
(Dyaliscope)  
(Eastman Color)  
(French-made)  
(English titles)

ESTIMATE: Overlong love story with tragic ending.

CAST: Pascale Petit, Micheline Presle, Michel Auclair, Georges Poujouly, Claire Maurier, Antoine Balpetre, Aime Clariond. Directed by Edouard Molinaro; presented by Stan Borden.

STORY: Relatively unknown painter Michel Auclair has been invited to spend some time at the lavish home of friend Micheline Presle, and enroute, he picks up good looking Pascale Petit and invites her to come along, since she evidently has no where else to go. Life is easy and fun for the three, interrupted by the arrival of Presle's teen-age son, Georges Poujouly. Presle has been trying to dissuade him from going off to foreign lands and a flirtation results between him and Petit. The latter really prefers Auclair, with whom she has seemingly fallen in love. Poujouly, tiring of his visit, takes off suddenly, bound for Israel. As the summer draws to a close, Petit fears that Auclair doesn't care for her and will let her go. She becomes reckless on a boat ride. It tips over, and Auclair cannot find her. Too late, he realizes how much he did love her.

X-RAY: This bittersweet romance takes too long to tell its story although it is beautifully mounted. While there is much charm present, still viewers can become tired waiting for something to happen. The acting is good, and direction and production are acceptable, with the use of color an added asset. It should do fair at the art spots. The screenplay is by Maurice Clavel and Edouard Molinaro.

AD LINES: "All Summer Long Was A Romantic Ball"; "All They Had To Do Was Swim, Sail, And Make Love."

## The Night Watch

DRAMA  
118M.

Consort/Orion Films  
(French-made)  
(English titles)

ESTIMATE: Well-made prison suspense film.

CAST: Michel Constantin, Jean Keraudy, Philippe Leroy, Raymond Meunier, Mark Michel, Andre Bevril, Eddy Rasimi, Jean-Paul Coquelin, Catherine Spaak. Directed by Jacques Becker; executive producer, Serge Silberman.

STORY: Paris' maximum security prison not only contains prisoners who are there for a long time but also those who are awaiting trial and disposition of their cases. One of these latter is Mark Michel, who has been charged with the attempted murder of his wife, which he claims was the result of an accident. Because of alterations, he is transferred to a cell containing four other criminals, Jean Keraudy, Michel Constantin, Raymond Meunier, and Philippe Leroy. They are distrustful but eventually let him in on their plans to try and escape. Their preparations are ingenious, and they do make progress, getting to the underground sewer system while fooling the guards during cell inspections. As they prepare to leave, Michel is summoned to the warden's office and told that his wife is dropping the charges. When he returns after a lengthy absence, the others are suspicious, but Michel manages to convince them. As their escape route is opened, a large number of guards rush in to grab the would-be escapees while Michel is taken to a separate cell. He did reveal their plans after all.

X-RAY: Based on a true incident and made authentic by reference and consultation with

those who actually participated in the event, this import is filled with absorbing suspense and high drama as well as good performances and fine direction and production. It could make an attractive entry for the art and specialty spots. The screenplay is by Jacques Becker, Jose Giovanni, and Jean Aurel, based on the novel "Le Trou" by Giovanni.

AD LINES: "An Unusual Experience In Suspense"; "Five Men Seek Freedom And Vow To Let Nothing Stand In Their Way."

## No, My Darling Daughter

COMEDY  
85M.

Zenith International  
(English-made)

ESTIMATE: Mildly amusing import.

CAST: Michael Redgrave, Michael Craig, Roger Livesey, Rad Fulton, Juliet Mills. Produced by Betty E. Box; directed by Ralph Thomas.

STORY: Juliet Mills is the tomboy daughter of British tycoon Michael Redgrave, and he thinks it's about time she left her girls' school and took on some feminine polish. Michael Craig, son of Roger Livesey, an associate of Redgrave's, knows her for years, admits she is growing up, and thinks the polishing is also in order. She likes him for the helpful things he's done over the years. She resists going to Paris and prefers going back to school until she meets American Rad Fulton, who has come with a letter from his father, an American tycoon, for Redgrave. The missive is soon forgotten as they see they are very much alike. They become fast friends, exploring London, etc. When she is sent to Scotland for a few weeks with Livesey, Fulton goes along unobtrusively and camps nearby so that they continue to see each other. Craig knows of their friendship but informs no one else. When she is reported missing, a search gets under way by police as well as in the press, and Craig finds her and brings her home. The subject of marriage arises, Mills and Fulton, believing they are in love, agree. As the date grows nearer, Craig sees that she really has grown up, kisses her, and realizes that he is in love with her. She arrives at a similar conclusion. She tells Fulton nicely and then she and Craig elope, making Redgrave and Livesey happy about an outcome they had hoped for all along.

X-RAY: There are some funny bits in this but not enough and the result winds up as a pleasant entry for the program where lightweight fluff is indicated or desired. The performances are average, as are the direction and production. There is a plus factor, and that is the backgrounds of England and Scotland as seen through the eyes of a newcomer. Frank Harvey wrote the screenplay.

AD LINES: "Teeners In Love Make For A Cute Romantic Comedy"; "Daddy Said No—She Said Yes . . . Guess Who Won?"

## Of Wayward Love

COMPILED  
91M.

Pathe Contemporary Films  
(Italian-made)  
(English titles)

ESTIMATE: Love in various stages for art spots.

CAST: Part One—"The Women" Enrico Salerno, Catherine Spaak, Claudia Mori. Directed by Sergio Sollima. Part Two—"The Serpent" Lilli Palmer, Bernhard Wicki and Gadton Moschim. Directed by Alberto Bonucci. Part Three—"The Soldier," Nino Manfredi and Fulvia Franco. Directed by Nino Manfredi. Produced by Achille Piazzini.

STORY: Part One—Enrico Salerno decides to spend the day making love but many of his girl friends are busy. He contacts a secretary with whom he has been carrying on now and again and she comes over but

informs him that she recently got married. He assumes that this is the end of their arrangement but she informs him that she likes him and that nothing has changed between them and she gives in. Later he goes to the beach with another girl, Catherine Spaak, who expresses a desire for relations with him and when he acquiesces he discovers to his horror that she is a virgin and he is disgusted with the state of things. Part Two—Bernhard Wicki, a German professor and his wife, Lilli Palmer, are on a holiday in Sicily and he spends more time studying than paying attention to Palmer, who is bored. Their car breaks down at night on a deserted road and Palmer is given a lift in a truck to a small town by two truck drivers who she fears at first will attack her and then is annoyed because nothing happens. When they get to town, she tells the police vindictively that they molested her. When the police bring in Wicki and explain things to him, he realizes that she just wanted attention and the charges are dropped while he endeavors to change his neglectful attitude towards Palmer. Part Three—On a hot afternoon on a train, soldier Nino Manfredi is bored with his companions in the compartment until Fulvia Franco dressed in widow's weeds comes in and sits next to him. He makes surreptitious advances which are neither rebuffed nor encouraged. When the others leave they make love without a word. Arriving at their destination, she is whisked off by relatives and he is left alone on the platform.

X-RAY: Three treatises on love are once again intended for the art or exploitation spots and for adult audiences because of subject matter and picturization. Performances are good and the direction and production values are expert with the subject of sex well covered or uncovered as the case may be. Sequences one and two are lengthy but still interesting while the third chapter is intriguing and unusual. The writers are Ercole Patti, Mario Soldati and Italo Calvino.

AD LINES: "Three Different Versions Of Love And How It Should Be Carried Out"; "For Adults Only In This Expose Of Love In Italy."

## Of Women And Pleasures

COMPILED  
116M.

Union Films  
(French-made)  
(Dubbed in English)  
(CinemaScope)

ESTIMATE: Top French stars in satisfactory import.

CAST: Episode One: Michel Simon, Lucien Baroux, Claude Nollier. Episode Two: Henri Tissot, Dany Saval. Episode Three: Charles Aznavour, Lino Venturi, Maurice Biraud, Henri Vilbert, Maurice Teynac. Episode Four: Francoise Arnoul, Micheline Presle, Mel Ferrer, Claude Dauphin. Episode Five: Fernandel, Germaine Kerjean, Gaston Modot, Josette Vardier, Rene Clement. Episode Six: Alain Delon, Danielle Darrieux, Madeleine Robinson, Georges Wilson. Episode Seven: Jean-Claude Brialy, Louis De Funes, Armande Navarre, Noel Roquevert, Denise Gence, Jean-Paul Moulinot, Jean Carmet, Gabriello. Produced by Robert Amon and Claude Jaeger; directed by Julien Duvivier; a Pathe-Cinema Presentation.

STORY: Episode One—Michel Simon is handyman in a convent, but constantly takes the Lord's name in vain, much to the discontent of the Mother Superior. The Bishop visits and it turns out he and Simon were boyhood chums. At a luncheon, Simon's profanity shocks all present, but the Bishop realizes he does it unconsciously. Simon may stay at the convent, but he must learn the Ten Commandments by heart. Episode Two: A different young man, Henri Tissot, falls for a stripper, Dany Saval. He visits her at her home and is mistaken for a booking agent by her husband. Saval insists on showing him



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
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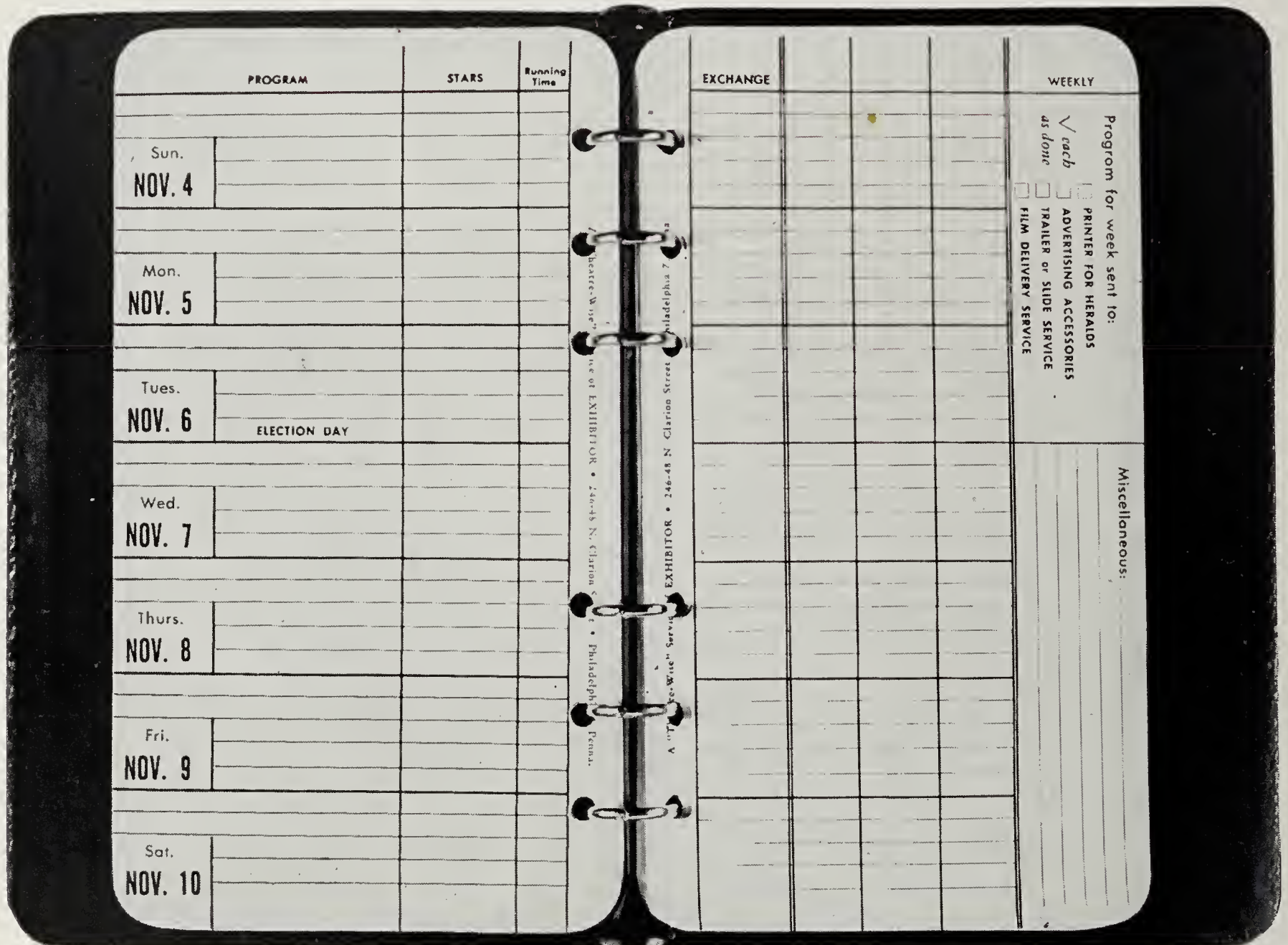
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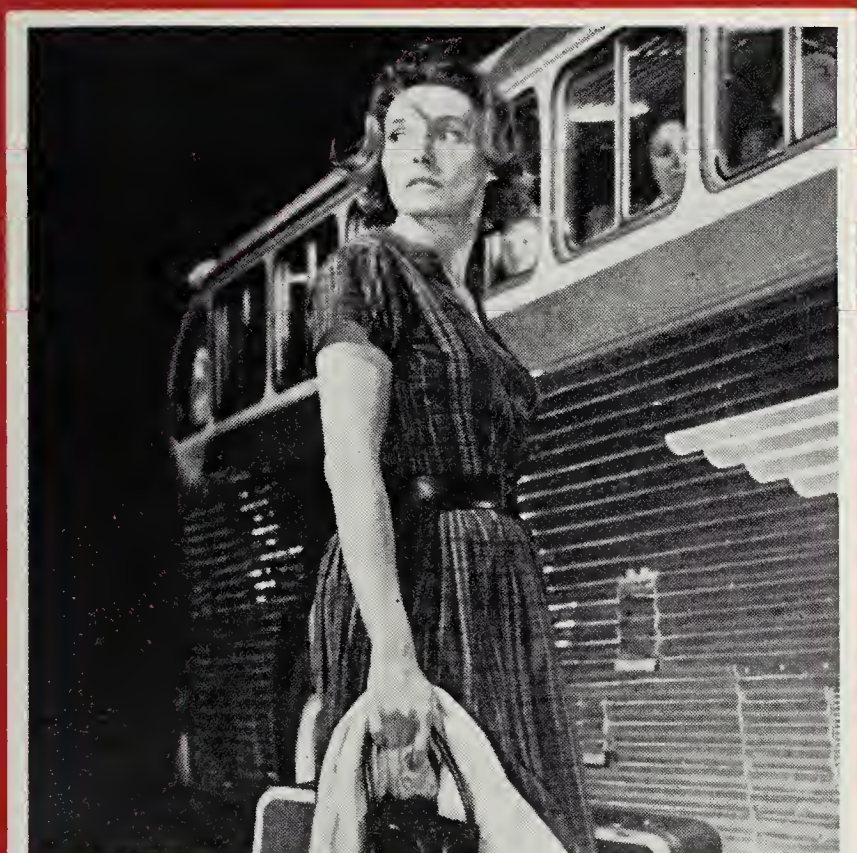
# EXHIBITOR

APRIL 22, 1964

Volume 71

Number 15

IN TWO SECTIONS • THIS IS SECTION ONE



## No Runaway In 36th Oscar Derby

(See Page 5)

## Bishops Praise Most U.S. Films

(See Page 10)



Sidney Poitier, who starred in United Artists' "Lilies of the Field," and Patricia Neal, of Paramount's "Hud," walked off with best acting honors at the 36th Academy Awards presentation, seen by more than 150,000,000 people over ABC television.

**ANATOMY OF A NIGHTMARE . . .** see editorial—page 3

UA  
proudly  
congratulates  
Academy Award  
Winner

Sidney  
Poitier

**BEST ACTOR OF THE YEAR!**



...and our thanks to  
Producer Ralph Nelson  
and his associates  
for this delightful,  
heart-warming  
motion picture

*Lilies of the  
Field*



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Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonemaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25c. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 71 • No. 15

APRIL 22, 1964

### ANATOMY OF A NIGHTMARE

THE CASE HISTORY is a literary device that has been used profitably for centuries. We use it now to illustrate a nightmare that is all too real to theatremen everywhere.

Distributors as a rule are quick to issue statements as to how well they try to serve their exhibitor customers by cooperation on orderly release and other good-will gestures. Let us examine what really happens.

The theatremen, if he is fortunate, is not in a bidding situation. He tries to buy a picture. He is told that he will have to wait since the run before him has not yet been sold. He waits, tries again, and is told that this one is a "must" percentage picture. Reluctantly, he agrees to terms, and is told that the previous date is still unsold. Occasionally, there is a variation on this theme to the effect that "no print is available."

There was a time not too long ago that the local distribution center had 10 or 12 prints available to service its accounts. Now, there are only half that many, and these must go to the Army camps for one, two, or three days. The Army plays on percentage, too, and admission prices are 25 cents as a rule (occasionally a little more).

Now our frustrated theatre operator finally gets a date. Shortly thereafter, however, he is advised that the print will not be available because the company has been forced to send all prints to another area for a local "break." Sometimes, the reason is that the delivery service has cut down delivery dates to three per week instead of six, although the theatre is paying more for this service than ever before.

By now, the exhibitor is a desperate man. What to do? There is not enough available product to be choosy so he is compelled to play a sluff picture on which he knows he will get killed. He needs something for his screen so he accepts the situation. The result is an ulcer, so he sees his doctor, and begins to think about selling his theatre. How much can he take?

Now that's bad enough, but let's move our nightmare into high gear. Consider the case of a bidding situation. The Disney organization long ago recognized the importance of dates for their product when the kids are out of school and holidays. They worked to tie up those dates far in advance.

It didn't take other distributors too long to realize they were losing good playing time. Gradually, exhibitors received notices concerning the release of forthcoming product in so-called prime playing time, along with bid letters. The pictures in many cases weren't even finished yet. They couldn't be seen, and trade papers were not permitted to review them. What can the desperate theatremen do? So he bids blind and often goes blind when he sees the receipt from his playdate. But the hands of the Justice Department and Federal Trade Commission seem to be tied.

But that is not all. If the bids don't provide substantial guarantees, in some cases including an arm and a leg, all bids are rejected and it is time for "negotiation." The word means many things to many people. It is not uncommon for all bids to be rejected as many as three times while a theatremen desperately tries to ascertain whether he won or lost the picture. This can consume a month or more. In the meantime, the exhibitor has been forced to pass over other pictures. He is in a awkward position to say the least—no film. Still, the distributor has no worry. Is there not a product shortage?

Check the theatremen's blood pressure at this point, and the result is bad.

To top it off, he is suspicious that somewhere along the line, a knife has quietly been put in his back. His competitor is very friendly with a Mr. Distributor or one of his representatives, and the frustrated theatremen gets wind of bidding shenanigans. So he raises his own bid against his better judgment. What other choice does he have?

Our nightmare gets more and more frightening. Let us suppose that Mr. Exhibitor has a solid reputation for honesty, prompt payment, etc. Because there are some exhibitors who have been caught cheating, underreporting, breaking contracts, underpaying, etc., a new rule is developed. No adjustments are made on bids or negotiated deals, but he is now expected to pay his guarantee seven days in advance. In addition to his bidding problems, he also has the same troubles as his non-bidding brother—dates, deliveries, etc.

Now let us say that he sits down and writes a letter to a distribution executive for information or clarification. In 90 percent of these instances, he never even gets a reply, though if he is lucky he may get a phone call. Now our theatremen is on tranquilizers and generally believes he just doesn't live right.

Along about this time, his thoughts turn to the well-known Abram F. Meyers, who was instrumental in eliminating block booking. The suspicion begins to gnaw at the theatremen that this was a mixed blessing at best. He considers contributing to a fund in every exchange center to build a statue honoring Mr. Meyers for helping to cause this condition.

Everyone in exhibition will agree that this nightmare is unique to the motion picture industry. No other business would stand for it.

If blind bidding is to continue in its present state, it is imperative that some machinery be devised to insure a square deal for all.

If not, this is one nightmare from which theatremen will never awake. There will be more closings of theatres and less employment.

Everyone is entitled to a square deal, according to the Constitution of the United States. Let's face it, exhibitors too are in the U.S.!

# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

Mort Hock, United Artists advertising manager, and his wife, Anita, are the parents of a second child, their first son, Jonathan Richard, born at New York Hospital.

### Gold Bands

Miss Geraldine Kidd, executive assistant to Lois Weber of Allan, Foster, Ingersoll and Weber, was married to writer Richard Johnson.

### Obituaries

William S. Zimmerman, 49, vice-president and production supervisor for Embassy Pictures, died at Mt. Sinai Hospital, New York. He started his film career with MGM International in 1935 as a dialogue title writer; was appointed head of the title writing department in 1936. In 1939, he was appointed head of the company's New York production department. From 1942 to 1945 he served with the U. S. Army Signal Corps specializing in cryptography and training film production. Following his discharge, he resumed his post as New York production head at MGM, being named head of Metro's eastern play and talent department in 1947. He joined Embassy in June, 1963. Surviving are his widow, two children, his mother, and a sister.

### Harling On Pay-TV "Myths"

DALLAS—Philip F. Harling, assistant to the president, Theatre Owners of America, and chairman of the Motion Picture Industry Joint Committee Against Pay TV, in an address delivered at Holiday Inn Central to the conference of Inter-State Theatres, said:

"I should like to take a few minutes to explode three myths that have appeared in newspapers and in magazines for the past several years: that the motion picture theatres are a dying business; that pay-tv is the magic panacea that will shortly sweep our country, bringing the best in movies, operas, sports and other types of entertainment into your living room, correcting all of the shortcomings of free television, and opening new horizons in the fields of pleasure; and that CATV systems are necessary for free tv. . . .

"I maintain that the pay tv boys are trying to hoodwink the public into paying for something they now get for free. I maintain that pay tv is not in the public interest. . . .

"It is often asked, 'If you are so certain pay tv will fail, why are you so concerned with it. Why not let it start, and fall on its face. Isn't this the American tradition of free enterprise?'

"Yes, a test would be in the American tradition. But, and it is a big but . . . it would either use the public airwaves or the telephone facilities for private use. Private interests would make money using these public franchises. This is a dangerous precedent, which should not be permitted. It poses a threat to motion picture theatres. If it should start and drain talent from these media, and fail, both free television and motion pictures could be seriously injured. . . ."

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., APRIL 20

## UA's Highest Quarter Follows Loss In 1963

NEW YORK—Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president of United Artists Corporation, announced that the net earnings, after taxes, for the first quarter of 1964, are approximately \$2,025,000, or \$1.10 per share, which makes this the highest net earnings of any quarter in the history of the company.

These earnings do not reflect, in any way, the proceeds from a recent television network deal made with ABC-TV for feature motion pictures.

The company expressed confidence that based on the momentum generated by motion pictures now in release, and the prospects of coming releases, 1964 will become the most successful year in the history of the company.

Benjamin and Krim also announced the results of operations for 1963. They stated that, because a number of motion pictures in release early in 1963 did not meet with wide popular acceptance, and because it was considered prudent to provide additional write-offs of \$4,000,000 to anticipate losses in these pictures, the operations for the year 1963 showed a net loss of \$831,000 or 45 cents per share, compared with net earnings for 1962 of \$3,815,000 or \$2.06 per share.

## "THE CARPETBAGGERS"

The word for this picture is "Wow." The book was a best-seller, controversial and compelling. The film is even better, with a superlative cast, top production values, and tight, superbly paced direction. It's long, but never dull. Indeed, interest and audience involvement increase as the picture moves from climax to climax.

George Peppard, already an actor of considerable appeal and ability, is destined to be one of the screen's really important stars after audiences get to see this fine drama. His performance is towering. Carroll Baker and Martha Hyer provide feminine allure in grand style. Elizabeth Ashley, in her first screen role, shows why she is the darling of Broadway. This girl is headed for big things on the screen. It is also a joy to report that Alan Ladd's final performance ranks with his best.

Space precludes mentioning all the fine actors in the film, but rest assured that every role is cast and played wonderfully well. Director Edward Dmytryk keeps the giant canvas on which the story is unfolded in perfect focus all the way. Producer Joe Levine has come up with another big winner, one of the boxoffice giants of all time, if our opinion means anything. Paramount and exhibitors everywhere can take pride in this achievement.

JAY EMANUEL



## BROADWAY GROSSES

### Holdovers Dominate Scene

NEW YORK—With holdover product dominating the scene, the Broadway first-runs had average grosses.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"PARIS WHEN IT SIZZLES" (Paramount). Paramount said the second week would reach \$18,000.

"THE WORLD OF HENRY ORIENT" (United Artists). Radio City Music Hall, with usual stage show, reported \$80,000 for Thursday through Sunday, with the fifth and final week sure to hit \$112,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille claimed fourth week at \$21,000.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama garnered \$24,000 for the 22nd week.

"FROM RUSSIA WITH LOVE" (UA). Astor reported the second week at \$24,500.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria claimed \$17,000 for the 11th week.

"SEVEN DAYS IN MAY" (Paramount). Criterion stated the ninth week was \$13,500.

"CLEOPATRA" (20th-Fox). Rivoli did \$15,000 for the 41st week.

"BECKET" (Paramount). Loew's State announced that the sixth week was \$30,000.

## "BEDTIME STORY"

If laughter is truly good for the soul, then everybody's soul should be in far better shape once Universal's "Bedtime Story" finds its way to theatres. Here is a bright, cheerful comedy about a couple of the wildest con-men ever to prey on an unsuspecting lady.

A new Marlon Brando emerges in this one, and he displays a comedy technique that is as remarkable as his better-known dramatic talent. Coupled with the suave, ever-pleasing David Niven, Brando reveals a whole new side to his career.

Producers Robert Arthur and Stanley Shapiro and director Ralph Levy are to be commended for turning out an entertainment gem. Plush settings and color enhance the happy package.

Two of the ladies in the lives of our two questionable heroes are Shirley Jones and Dody Goodman, and they are both delightful. This madcap comedy is laugh-filled from beginning to end, replete with outrageous situations and scintillating dialogue.

Universal seems to have a way with comedies, and this is one of the best. That's saying a lot, but it is our opinion that audiences will agree. This one has all the elements of a boxoffice blockbuster, and that will be good news to theatremen everywhere.

# 36th Oscar Derby No Runaway

"Tom Jones," "Cleopatra" Tie With Four Victories; Acting Honors To Poitier, Neal, Douglas, Rutherford

SANTA MONICA, CALIF.—An estimated 150,000,000 people joined Hollywood's glamour folk at the 36th annual Academy Awards show, and there proved to be something for everyone.

For a welcome change, one film did not clearly dominate the year's entries, and the result was a spirited contest in most categories, with a few surprises to spice the colorful proceedings.

While "Tom Jones" carried off best picture honors as expected, with director Tony Richardson also honored, that's as far as the runaway went. "Tom" tied with "Cleopatra," each capturing four Oscars, and "Hud" and "How the West Was Won" followed closely behind.

Acting honors went to Sidney Poitier for "Lilies of the Field," Patricia Neal and Melvyn Douglas for "Hud," and Margaret Rutherford for "The VIPs." The capacity audience heartily approved every one.

To the winners, well deserved congratulations. To the losers, well done and wait until next year.

Here are the winners:

**BEST PICTURE**—"Tom Jones"—United Artists-Lopert.

**BEST PERFORMANCES**—Actor: Sidney Poitier in United Artists' Rainbow Production, "Lilies Of The Field." Actress: Patricia Neal in Paramount's "Hud." Supporting actor: Melvyn Douglas in "Hud." Supporting actress: Margaret Rutherford in MGM's "The V.I.P.s."

**DIRECTION**—Tony Richardson for "Tom Jones."

**WRITING**—Best screenplay based on material from another medium: John Osborne for "Tom Jones." Best story and screenplay written directly for the screen: James R. Webb for MGM-Cinerama's "How The West Was Won."

**MUSIC**—Best substantially original score: John Addison for "Tom Jones." Best scoring adaptation or treatment: Andre Previn for Mirisch-United Artists' "Irma La Douce." Best song: "Call Me Irresponsible" from Paramount's "Papa's Delicate Condition," by James Van Heusen and Sammy Cahn.

**CINEMATOGRAPHY**—Black and white: James Wong Howe for "Hud." Color: Leon Shamroy for 20th-Fox's "Cleopatra."

**ART DIRECTION**—Black and white: Gene Callahan for Warners' "America, America." Color: John Decuir, Jack Martin Smith, Hilyard Brown, Herman Blumenthal, Evelyn Webb, Maurice Pelling, and Boris Juraga for "Cleopatra"; Set decoration by Walter M. Scott, Paul S. Fox, and Ray Moyer.

**SHORT SUBJECTS**—Live action: "An Occurrence At Owl Creek Bridge"—Films Du Centaure — Filmartie, Cappagariff — Janus Films; produced by Paul de Roubaix and Marcel Ichao. Cartoon: Ernest Pintoff's "The Critic," Columbia.

**FILM EDITING**—Howard F. Kress for "How The West Was Won."

**SPECIAL EFFECTS**—Emil Kosa, Jr., for "Cleopatra."



"TOM JONES"

## NGC Promotes Vleck

BEVERLY HILLS, CALIF.—Joe Vleck has been named director of field relations in the advertising-promotion-exploitation department of National General Corporation, it is announced by Robert G. Sweeten, department head.

Vleck, a veteran of 18 years with Fox Inter-Mountain and Fox West Coast Theatres, is a graduate of the University of Denver school of theatre and college of business administration. Prior to coming to the west coast in 1962, he served in advertising-promotion and buying and booking of foreign films in NGC's Fox Inter-Mountain division.

## Richardson To Para. Board

NEW YORK—James H. Richardson, treasurer and chief financial officer of Paramount Pictures Corporation, has been elected to the company's board of directors, it was announced by Barney Balaban, president.

Richardson fills the vacancy on the board created by the death of Earl I. McClintock.

Treasurer of Paramount since December, 1953, Richardson is also a director of Famous Players Canadian Corporation and other Paramount affiliates.

**BEST FOREIGN LANGUAGE FILM**—Federico Fellini's "8½"—Embassy.

**DOCUMENTARIES** — Feature: "Robert Frost: A Lover's Quarrel With The World"—WGBH Educational Foundation—Robert Hughes, producer. Short Subject: "Chagall"—Auerbach Film Enterprises, Ltd.—Flag Films—Simon Schiffirin, producer.

**COSTUME DESIGN**—Black and white: Piero Gherardi for "8½." Color: Irene Sharaff, Vittorio Nino Novarese, and Renie for "Cleopatra."

**SOUND**—MGM sound department, Franklin E. Milton, director, for "How The West Was Won."

**SOUND EFFECTS**—Walter G. Elliot for United Artists-Cinerama "It's A Mad, Mad, Mad, Mad World."

**SCIENTIFIC-TECHNICAL**—(Voted by the Academy's Board of Governors from recommendations of the Scientific or Technical Committee)—Certificate to Douglas A. Shearer and A. Arnold Gillespie, MGM Studios, for the engineering of an improved background process projection system.

**SPECIAL AWARDS**—Irving G. Thalberg Memorial Award (Voted by the Academy's Board of Governors)—Sam Spiegel.

## Pay-TV In Public Interest? FCC Must Find Answer

NEW YORK—In answer to the proposal by E. William Henry, chairman of the Federal Communications Commission, for government regulation of pay tv, by air or by cable, Philip Harling, chairman of the Joint Committee Against Pay TV, made the following statement:

"The implications raised by Mr. Henry should be thoroughly studied before approving or disapproving the policy of the Commission.

"However, it must be remembered that the temporary license granted to Phonevision in Hartford was experimental in nature. The FCC laid down certain ground rules under which the experiment was to be conducted, based upon the testimony of the applicants concerning the type of programming it would offer to the paying public. To date, the overwhelming majority of the promises have not been fulfilled. It would appear to the Joint Committee that before any declaration of policy is made concerning pay tv to regulate the air and cable by the FCC, it would be necessary to first determine whether the Hartford experiment, which was to last three years, was or was not in the public interest. This is the sole function and issue before the FCC because at the end of the three-year test, it stated that another hearing would be held to obtain the information necessary to make a permanent ruling.

"Therefore, any attempt to regulate pay tv by air or by cable would, in the opinion of the Joint Committee, be premature until the issue is decided as to whether pay tv, in any form, is in the public interest."

## Fla. Exhibs Plan Meet

CRYSTAL RIVER, FLA.—Henry Glover, owner, Largo, Largo, Fla., and president, Motion Picture Exhibitors of Florida, announced that MPEOF will hold a full-scale three-day annual convention on May 17-19 at the Port Paradise Hotel and Villas at Crystal River.

This is the first time that MPEOF officers have selected a convention site away from a large population center. Port Paradise is an inland resort area in the vicinity of Weeki Wachee, and Glover said the selection was made to provide members with an opportunity to golf, swim, and fish, and to enjoy other recreational activities between business sessions at the hotel.

Other MPEOF officers who are taking an active part in planning the gathering for next month, which is expected to attract more than 300 exhibitors and their wives, include five vice-presidents: Carl Floyd, Haines City, owner of Floyd Theatres; Mark DuPree, Jacksonville, general manager of Silver Springs; Harvey Fleischman, Miami, executive of Wometco Enterprises; Pete Sones, Tampa, Bay-Lan Theatres executive; and Ignacio Carbonnell, Key West theatre owner. Also assisting with plans are Robert Heekin, MPEOF secretary and district supervisor of Florida State Theatres, and Horace Denning, MPEOF treasurer and area supervisor of Dixie Drive-In Theatres, both of Jacksonville.

# MGM's Fiscal Turnabout Continues; Outlook Strong For Summer Product

NEW YORK—Metro-Goldwyn-Mayer, Inc., reported that operations for the 16 weeks ended March 12, the second quarter of the fiscal year, resulted in a net profit of \$1,201,000, or 47 cents per share, compared to a loss of \$6,350,000, or \$2.47 per share, in the corresponding period last year. For the first two quarters of this fiscal year—28 weeks—the net profit was \$1,886,000, or 73 cents per share, compared to a loss of \$8,716,000, or \$3.39 per share, for the same period last year.

President Robert H. O'Brien, in his quarterly letter to stockholders, reported, "The turnaround in operations reflected in our statement for the first quarter continued in the second quarter, with major improvement in film production and distribution, the core of the company's operations. As I stated at the annual meeting of stockholders in February, we are confident of rising operating profits in the second half of this year. We have a particularly strong schedule of releases for this summer, normally the peak period for theatre attendance."

Two major productions scheduled for release during the important summer months are "The Unsinkable Molly Brown" and "Night of the Iguana."

Additional important summer releases include "Viva Las Vegas," "Flipper's New Adventure," "Looking for Love," and "Honey-moon Hotel."

"How the West Was Won," which began general release in the United States in late March, has proved to be an outstanding box office attraction with an over-all gross representing 107 per cent of the record breaking "Ben-Hur" business in first weeks in comparable theatre situations. Fourteen of the initial 75 engagements set all-time house records. Overseas, its first eight openings in Italy, Denmark, New Zealand, and Central America, the picture showed even more favorable comparisons.

"We are also beginning to benefit from a series of popular releases," O'Brien said, "including 'The Prize,' 'Sunday in New York,' 'The Wheeler Dealers,' 'Children of the Damned,' 'Mail Order Bride,' and 'Kissin' Cousins,' all of which have been very well received."

Continued strength for MGM's television operation was also reported in the quarterly letter with a 28-week profit of \$5,254,000 as compared with \$3,266,000 for the comparable period last year. MGM's schedule of series for the 1964-65 season includes the return of "Dr. Kildare" for its fourth year on NBC, and "Mr. Novak" for its second season on this network. New series include "Solo," an hour program; "Flipper," a half-hour series stemming from two theatrical pictures, both on NBC, and "Many Happy Returns," a half-hour comedy series on CBS. In addition to these film series, our first two live-on-tape programs are now appearing, "Science All Stars" on the ABC network, and a new series, "Made in America," which had its premiere on CBS.

The president's letter reported that following the annual meeting in February, an arrangement was made with NBC for the licensing of 30 features for network presentation next season. "We are particularly gratified with the continued strong market for our pre '49 features in television. Based on

## General D-I Becomes General Cinema Corp.

BOSTON — General Drive-In Corporation (OTC) has officially changed its corporate name to General Cinema Corporation. The action was approved by stockholders at the company's annual meeting and was announced by Richard A. Smith, president of the theatre chain.

"General Cinema Corporation," Smith said, "was considered by our board of directors and stockholders to be more appropriately descriptive of the diversified theatre activities of the company, which include a total of 72 theatres in 20 states, comprising not only drive-ins but conventional suburban indoor theatres and the largest chain of shopping center theatres in the country."

## Unions Boost East Production

NEW YORK—A council of film production units made up of both IATSE and non-IATSE labor groups was formed here at a meeting of representatives of all unions active in eastern production at the offices of the Assistant Directors' Council of the Directors Guild of America.

The new organization will be officially known as the Joint Council of Motion Picture Production Unions.

A spokesman for the council noted that "this is the first time a permanent, formal functioning body of motion picture production representing both IATSE and non-IATSE unions has been formed in the east. . . . The council will exert collective efforts to resolve any special problems that producers planning production in the east may have."

Steve D'Inzillo, of IATSE Local 306, projectionists, was named president of the council; James Gartland, IATSE Local 52, studio mechanics, vice-president; and Tom O'Donnell, Local 817, theatrical teamsters, secretary-treasurer.

deals consummated in the past several months, these features, which are becoming available for re-licensing in a growing number of markets, should continue to generate substantial revenues in the years to come," commented O'Brien.

MGM Records will release "The Kennedy Years," the only recordings officially licensed by the Trustees of the Kennedy Library. Prepared in cooperation with intimate associates of the late President, the historic recordings were edited by Theodore C. Sorenson, special White House counsel. To be given a special mail-order distribution through the Longines Symphonette Recording Society, the album contains narration by Secretary of State Dean Rusk and news analyst Chet Huntley.

In line with the company's policy of re-assessment of its real estate holdings, a parcel of land in Cologne, Germany, has been sold, resulting in a net gain of \$663,000 before taxes. A similar transaction in the same quarter last year resulted in the sale of MGM's London office building for \$2,264,000.

Accompanying the president's letter was a quarterly dividend check at the rate of 37½ cents per share.

## Charges Against Exhibs Cloud Real Pay-TV Issue

LOS ANGELES—"Pay-tv forces refuse to face reality when they charge that theatre operators are the prime movers in the campaign to repeal California's pay-tv legislation," Don Belding, state chairman of the Citizens' Committee for Free-TV, declared.

"Such charges are intended to confuse voters into thinking this is simply a commercial war," Belding alleged. "But the fact is that the California Federation of Womens' Clubs led the fight for 10 years before the theatre groups got interested."

"The pay-tv people hope through this type of false propaganda to prevent the voters from deciding at the Nov. 3 general election whether pay-tv should be permitted to steal into California through the back door," he said.

Belding charged that a proposed plan to provide a pay-tv telephone hookup with home tv sets in this state "circumvents Federal Communications Commission controls which have permitted pay-tv in only a few test cities."

"When the Legislature hurriedly enacted a pay-tv taxing law last year in just eight days, without knowledge of its opponents, the ways were greased for entry of pay-tv into California."

"The Crusade for Free-TV was organized and the initiative movement was started. Very quickly the unions, broadcasters, and the television appliance and accessory manufacturers joined the fight. The Citizens' Committee for Free-TV came into being to represent the public interest in the controversy," Belding related.

"Subsequently, the resolutions of support for the initiative were adopted by the Boards of Supervisors of Los Angeles, San Francisco, Fresno and Sacramento Counties, city councils, veterans' and senior citizens' groups."

"These facts should nail once and for all the false claim that the initiative is a theatre-owners' plot. The average citizen is too smart to buy it. He knows that the pay-tv monopoly will force him to pay for the same tv programs which he is now receiving free."

## UA Wins "Jones" Injunction

NEW YORK—Judge Irwin D. Davidson of the New York Supreme Court granted United Artists Records, Inc., motion for preliminary injunction enjoining Theatre Productions, Inc., and Robert Shad from using the album jacket on the Shad-produced recording of "Tom Jones."

In his decision, Judge Davidson made the following comment: "When we examined the material as set up on plaintiff's jacket (UA) and as set up on defendant's jacket (Shad) there appears a likelihood of the public being deceived into believing that defendant's compositions have some connection with the motion picture of 'Tom Jones.' Plaintiff has presented a sufficient case to warrant the relief requested."

## Cooper Sells Two

LINCOLN, NEBR.—Cooper Foundation has sold the Cooper theatres in Pueblo and Grand Junction, Colo., to Aircadia Investment Corporation as of May 1. Westland Theatres, Colorado Springs, has leased both houses from Aircadia.

As part of the purchase price, Cooper Foundation Theatres will receive full title to the Chief Theatre Building, Greeley, Colo.

**TWO MASTERPIECES OF HORROR AND SUSPENSE  
IN ONE TERRIFYING SHOW!**

**⚡⚡⚡⚡⚡ RAISES THE DEAD!**

**THE EVIL OF  
FRANKENSTEIN**

**THE MONSTER  
BRED FROM A  
FROZEN CORPSES**



starring **PETER CUSHING** co-starring **PETER WOODTHORPE · DUNCAN LAMONT** with **SANDOR ELES · KATY WILD · DAVID HUTCHESON**  
Written by John Elder · Directed by Freddie Francis · Produced by Anthony Hinds · A Hammer Film Production · A Universal Release

**THREE  
SHOCKING  
MURDERS**

**...did she  
DREAM  
them?**

**...or  
DO  
them  
?**



**NIGHTMARE**

starring **DAVID KNIGHT  
MOIRA REDMOND  
JENNIE LINDEN  
and  
BRENDA BRUCE**  
Written and Produced by  
**JIMMY SANGSTER**  
Directed by  
**FREDDIE FRANCIS**



**...will  
SHOCK you  
out of your seat!  
OVER  
and OVER  
again!**

A HAMMER FILM PRODUCTION  
A UNIVERSAL RELEASE



**BOOK THIS SENSATIONAL COMBINATION  
FOR SENSATIONAL RESULTS!**

# Ad Code Group Handles Less Items, But Self-Regulation Still Works

NEW YORK—During 1963, the Motion Picture Association of America's Advertising Code Administration reviewed a total of 77,657 units of advertising, publicity, and exploitation material.

Though the industry's Production Code Administration is generally well known to the public, the fact that all advertising, promotion, and publicity released in connection with all code-approved films must be submitted for approval by the Advertising Code is still news in many quarters.

"We are still unique in this respect," Michael Linden, Advertising Code Administrator, stated. "It is remarkable that the major companies, in an industry handling nearly \$1½ billion annually in consumer expenditures in the United States, should continue to submit voluntarily all of their advertising and promotion material to their self-regulatory body, the MPAA Advertising Code Administration."

"I believe that the participating majority of the motion picture industry is to be congratulated for supporting year after year this important reviewing procedure for advertising. It is unfortunate that only the organized and responsible segments of the industry are required to submit their advertising for code review and clearance. If all motion picture advertising had to meet the standards established by the Advertising Code Administration, I am sure that complaints about motion picture advertising would diminish rapidly."

Linden also pointed out that the MPAA is continuing to carry the story of its advertising code to the advertising departments of the country's newspapers. The major newspapers find that they are able to accept, with little concern, code approved advertising.

Exhibitors are supporting the Advertising Code activity by regularly bringing to the attention of newspaper advertising departments the code approval insignia printed in advertising pressbooks that have been cleared by the Code.

Further analysis of Linden's report on the work of the Advertising Code Administration in 1963 indicates that because of fewer pictures produced, advertisements, posters, and other accessories totaled 5,861, which was 14 per cent less than the 6,817 items reviewed in 1962. Rejected and revised materials on a percentage basis, however, have increased to a total of 8.22 per cent in these categories. Linden indicated that the increase in rejections and revisions reflected the difficult advertising problems involved in selling many of today's pictures, which are geared to an adult market.

## Cinerama D-I Bows

NEW YORK—William R. Forman, Cinerama, Inc., president, reports that the world's first drive-in theatre equipped to show films in the wide-screen Cinerama process opened last week. The Century Drive-In, Inglewood, Calif., has been fully re-equipped with specially designed mobile equipment to handle the new innovation in exhibition.

The drive-in, owned by Pacific Drive-In Theatres, has the largest motion picture screen ever used, a massive, deeply curved screen some 180 feet wide and 60 feet high.

## AA, Ad-Publicity Staff Intact At Home Office

NEW YORK — Jack Goldstein, Allied Artists' national director of advertising, publicity, and exploitation, who has just effected the transfer of the company's publicity and advertising operations from the Hollywood studio to the home office in New York, stated that the company's home office ad and publicity personnel is to remain intact.

Sanford Abrahams, former head of this department, remains on the coast as director of public relations. His assistant, Marty Weiser, is now in New York as executive assistant to Goldstein.

Lee Bergman remains as publicity manager; Jack Schachtel as business manager for the department; Sam Hart as his assistant; and Harry Goldstein as exploitation manager.

All department heads are assuming expanded duties.

## UA Promotes Glaubinger

NEW YORK—Albert R. Glaubinger has been named United Artists' central division manager, effective May 4, it is announced by James R. Velde, UA vice-president.

Glaubinger has been UA Philadelphia branch manager since 1958, and in his new post replaces D. J. Edele, who has joined Embassy Pictures. The recently-created central division is composed of the company's branches in Cleveland, Pittsburgh, Buffalo, Indianapolis, St. Louis, and Milwaukee.

A veteran motion picture sales executive, Glaubinger joined UA in 1950 as sales manager in Boston, and was Buffalo branch manager prior to his Philadelphia assignment.

## All-Star Cast Featured In MGM's "Rolls-Royce"

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, disclosed that the company had begun production on "The Yellow Rolls-Royce," to be produced by Anatole de Grunwald from an original screenplay by Terence Rattigan.

Already assigned key roles are two-time Academy Award winner Ingrid Bergman; Rex Harrison, nominated for "Best Actor" for his role in "Cleopatra"; Shirley MacLaine, who received a "Best Actress" nomination for her performance in "Irma La Douce"; Alain Delon, Jeanne Moreau, George C. Scott and Omar Sharif, who was nominated as "Best Supporting Actor" in 1962 for his role in "Lawrence of Arabia."

"The Yellow Rolls-Royce" will be directed by Anthony Asquith, in color and Panavision. It will be filmed at Metro-Goldwyn-Mayer's British Studios in London and on location in Italy.

Ingrid Bergman returns to Metro-Goldwyn-Mayer for the first time since 1944 when she starred in "Gaslight." It was for her role in that production that she won her first Academy Award.

Rex Harrison last starred at Metro-Goldwyn-Mayer in "The Reluctant Debutante." International film star Alain Delon, who had the lead role in Metro-Goldwyn-Mayer's "Any Number Can Win," recently completed "Have I The Right To Kill?" with Jeanne Moreau for the studio.

## Bahen Named "Pioneer"

MONTREAL, CANADA — The Quebec branch of the Canadian Motion Picture Pioneers plans to honor Art Bahen as "Pioneer of the Year" at its annual dinner dance in the Sheraton Mount Royal.

Bahen has had 29 years theatrical experience and began his industry motion picture career at the Verdun Palace Theatre in 1936. After serving in various posts he became Eastern division manager in charge of the Quebec and Maritime provinces for Odeon Circuit.

## WEAR IT—IF IT FITS

It is nothing more or less than realism to admit that every picture is not a blockbuster. The public and exhibitors alike seem to have a built-in radar that soon separates the worthwhile features from the mediocre ones.

Every picture, however, does deserve an equal chance to stand or fall on its merits, and that is where the power of advertising enters the scene. Proper pre-selling to exhibitor and public alike won't make a bad picture good, but it will make sure a good picture gets all the attention it deserves. That is the job that advertising can and must do.

One barometer of industry confidence in any film is the degree to which it is sold to the trade via trade paper advertising. How else? There is a definite correlation between the nonadvertised feature and the feature that is presented to the public without excitement or enthusiasm.

Chances are when a distributor complains that the exhibitor is not doing all he can to stir up interest via advertising, that same distributor has done little or nothing to stir up interest on the part of the theatreman.

While these charges do not apply to all distributors, there are enough such parties. This is aimed only at those whom the shoe fits. Trade papers pump blood into the heart of this business and can't be matched when it comes to selling excitement and enthusiasm. This must be true since trade papers understandably are flooded with stories of what distribution is going to do; where executives travel; forthcoming productions; terrific returns on area bookings; etc. They are strangely silent, however, on HOW pictures should be sold. It's baffling.

The dynamics of this business are such that excitement breeds excitement all the way down the line until it reaches the ticket-buyer. Still, one company from January to the end of March had placed one page of trade advertising in each publication; another two pages; and still another four pages. Exhibitors need and desperately want information. Blind bidding, everyone admits, is bad, but blind playoffs are even worse.

It is not our purpose to embarrass anyone. We hope rather that some executives will learn from the mistakes of others. After all, none of us has the time to make all the mistakes ourselves.

JAY EMANUEL, Publisher

## Para. Income Increases From Red To Black

NEW YORK—Paramount Pictures Corporation reports estimated net income for 1963 of \$5,908,000, equivalent to \$3.58 per share based on 1,652,531 shares outstanding at the end of the year. In 1962, there was a loss of \$2,754,000. These amounts for both years include the results of Plautus Productions, Inc., Paramount's wholly-owned television production company. In addition to the above income, the profit on the sales of investments in 1963 was \$1,788,000 as compared with \$1,642,000 from sales of investments and other assets in 1962.

Paramount noted that the examination of the company's tax returns by the Internal Revenue Service for the years 1953 through 1960, which has been underway for several years, continued during 1963. Although the company explained that it has not yet received the revenue agent's reports for any of the years in question, it said that it appears from informal proposals during 1963 that the amounts which will be in controversy are much greater than had been indicated in 1962.

"We continue to be in complete disagreement with the position of the service and we will strongly contest any assessments," Paramount stated. "Nevertheless, in 1963 provision has been made, through retained earnings, of an additional reserve of \$10,000,000 for prior years' federal income taxes in controversy."

Paramount added that it has been giving considerable attention to the time element involved in the recoverability of the deferred research and development costs carried in its accounts for the pay television and color television tube projects. "Our confidence in the commercial feasibility of these projects is undiminished, and we believe that the developments during the past year clearly reflect the confidence of others in eventual success of these two endeavors," the company stated. "However, it appears that the period of time before substantial income will accrue to Paramount Pictures Corporation is longer than we had heretofore contemplated. Therefore, prudent management dictated a charge to retained earnings in an amount of \$8,107,000, which is the balance of the unamortized research and development costs at Dec. 29, 1962."

Gross income in 1963 totaled \$116,374,000, as compared with \$113,512,000 in the year ending Dec. 29, 1962.

Late in 1963, Paramount reported, it entered into an agreement, subject to the approval of the Federal Communications Commission, covering the sale for \$12,000,000 of the assets of television station KTLA, an independent station in Los Angeles, to Golden West Broadcasters, a leading west coast radio-television broadcasting firm. Paramount said that the profit from this transaction, when consummated, will be approximately \$7,500,000. The company indicated that it expected the completion of this transaction in 1964.

The board voted a quarterly dividend of 50 cents per share on the common stock payable June 1 to holders of record May 15.

## Dividend For Col.

NEW YORK—The board of directors of Columbia Pictures Corporation declared the regular quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock, payable May 15 to stockholders of record on May 1.

# U. S. Festival Participation Wins Plaudits Of Argentine Press, Fans



Film star Rhonda Fleming and officials of the Variety Club of Southern California, Tent 25, recently presented a new \$10,000 Sunshine Bus the gift of Jack L. Warner, to Los Angeles' Washington Boulevard School for Handicapped Children. Left to right with the youngsters are James H. Nicholson, president, American International Pictures, and Variety Club assistant barker; chief barker Fred Stein; Miss Fleming; M. J. E. McCarthy; and Al Lapidus.

## Shopping Center Theatre Goes "Twin" For Crowds

BOSTON—The answer as to what to do about overflowing week-end business in a shopping center theatre has been found by General Drive-In Corporation (now General Cinema Corp.). Richard A. Smith, president of the largest shopping center theatre circuit in the country, announced the opening of Cinema II at Shoppers' World, Framingham, Mass., for May 13. With the opening of this addition to the existing Cinema I, the twin auditorium will contain more than 2,100 combined seating capacity.

The Cinema, Shoppers' World, was the first shopping center theatre opened by General Drive-In Corp. in 1951. Through the years, its popularity has increased to such proportions, Smith said, that seating on weekends and particularly on Saturday nights, has become "utterly inadequate." With the opening of Cinema II, this will be the largest twin auditorium theatre in the country and is designed to provide adequate seating even on weekends.

The flexible policy of twin operation, which has proved so successful in the circuit's Cinema I and II in Peabody, Mass., as well as in a number of other cities throughout the country, will provide patrons with maximum convenience, in addition to the many features of comfort.

When both auditoriums show the same feature, he said, the scheduling will be so arranged as to have a show starting every hour, thereby eliminating long lines at the box office. If each auditorium is showing a different feature, patrons will have a choice of the attraction they wish to see, at one convenient location.

BUENOS AIRES—U. S. participation in the Sixth International Argentine Film Festival has been outstanding, reflecting not only a strong official film of true "festival" calibre and a strong delegation of industry personalities, but also the great popularity of North American films in Argentina.

The American film entry, Paramount's "Love With The Proper Stranger," was very well received by an audience consisting almost entirely of film people and Argentine government officials with particular acclaim for the outstanding performances in the picture of both Natalie Wood and Steve McQueen. Miss Wood won best actress honors. A large delegation from the U. S. Embassy, headed by Ambassador McClintock, joined the American film contingent at the new and modern theatre, San Martin, for the screening.

Conscientiously following an exhausting schedule, from early afternoon into the early morning hours day after day, the American delegation also made a very strong and favorable impression. The delegation chairman, Karl Malden, was a particular favorite of the large press contingent, with his infallible good nature and his intensive knowledge of film techniques. At the jammed Press Photographers' Ball, Malden was given a special award as the most cooperative and sympathetic film personality at the festival.

Tony Perkins was unquestionably the most popular and sought-after star at the festival. His appearance inevitably stopped traffic and caused large crowds to gather.

The arrival of Janet Leigh gave the American delegation a big boost in the glamour department.

There was little time for anything but work for David Miller, the American member of the Festival jury. Screening two pictures a day, frequent radio, press and student interviews, and conscientious attendance with the U. S. delegation at all official functions made an exhausting schedule for the director.

The American party hosted by the Motion Picture Export Association of America in honor of Festival and Argentine government officials as well as the visiting film delegations was a gay affair held at a colorful local restaurant famous for its gaucho music and food, and received a great deal of favorable press coverage. The receptions given by other delegations were virtually all held at their Embassies in Buenos Aires.

American Ambassador McClintock was host at a luncheon for about 30 persons in the impressive American Embassy, attended by the American delegation, key festival officials, and a group of Argentine government officials. This luncheon, the Ambassador's attendance at the screening of the American film entry, and his participation in the MPEAA luncheon reflects the growing interest of the State Department in film festivals, which George Stevens, Jr., U.S.I.A. film chief, has been encouraging.

## Ferguson Heads Fund Drive

NEW YORK—Columbia Pictures vice-president Robert S. Ferguson has been appointed chairman of the entertainment subdivision of the 1964 Greater New York Red Cross fund-raising campaign.

# Bishops Praise Majority Of Films; Rap "Anything Goes" Philosophy

WASHINGTON — A group of Catholic bishops marked the 30th anniversary of the church's film rating service by praising the American movie industry for the majority of its output last year.

The Bishops' Committee for Motion Pictures, Radio, and TV, headed by Archbishop John J. Krol of Philadelphia, notes that 85 per cent of the 1963 movies received the National Legion of Decency approval for some segment of the audience.

But the committee also issued a warning: "During the past six months the national office has been confronted with efforts on the part of powerful factions in Hollywood to revive the 'anything-goes' policy of pre-Production Code days. If these producers were to have their way, nudity and various forms of voyeurism would become standard elements for film treatment."

Noting "the ever-accelerating revolution in mass communications," the committee says "the church during the past three decades has confidently welcomed it" in view of the "great service to mankind" of which the media have proved capable.

In this development, the role of the Legion of Decency, the committee notes, "is to offer a service of moral guidance" so the film patron "may be able to make a discriminating choice of motion picture entertainment."

The committee points out that the church does not believe movies should be limited to "pure escapist entertainment of such a bland nature that the treatment of evil is categorically to be excluded. The attitude of the Legion has been and is quite different."

It quotes Pope Pius XII: "It is one thing to know evil, and to seek from philosophy and religion its explanation and cure; quite another to make it an object of spectacle and amusement."

The committee criticizes "the counterfeit film artist who substitutes easily achieved sight and sound sensations for the labor of true art," seeking "to attract an audience by directly stimulating base emotional responses of an erotic and violent nature."

"Mature and sophisticated people may be able to resist such influences, but for the young the stimulation of one such film frequently becomes an immediate occasion of sin. The extent to which youthful crimes of passion and violence may be linked to a steady and continued exposure to this type of erotic and violent stimulation cannot be readily dismissed."

The statement deplors "the growing tendency of some film-makers to challenge the Judaeo-Christian vision of man . . . more noticeable in foreign and independent films than in the product of the organized American industry."

It cites "covert attempts to condone and even promote premarital sexual indulgence," not only immoral but dishonest: "The liaison of hero and heroine is surrounded by glamorized opulence and shielded from any probing of the very real personal and social implications of such behavior."

"It may be argued that films only reflect and mirror our contemporary moral climate. To a degree this is true. But it is also true that for the uncritical mass audience, films can serve to endorse and popularize a point of view."

## "What A Way To Go" To Premiere At Fair

NEW YORK — "What a Way to Go!," 20th Century-Fox's modern musical entertainment, will have its gala world premiere showing at the New York World's Fair, in the Better Living Center, on Wednesday evening, May 13, it was announced by Joseph M. Sugar, vice-president in charge of domestic distribution for the film company. The dual theatrical world premiere engagement of the CinemaScope-DeLuxe Color production will begin the following day, May 14, at the Criterion and Sutton Theatres, N. Y.

For the premiere, the Center's theatre has installed \$52,000 worth of the latest equipment to assure the film of the best quality CinemaScope projection and the finest stereophonic sound reproduction.

## Barkerettes Elect

NEW YORK—The Variety Club Barkerettes held their membership luncheon, with Mrs. Bernard R. Myerson and Mrs. Harold J. Klein as co-chairmen of the luncheon program.

Mrs. Harry M. Pimstein, chief barkerette, welcomed the luncheon guests and presided over the business meeting. Election of officers for the coming year was the first order of business. The following members were elected:

Chief barkerette—Mrs. George Waldman; assistant chief barkerettes—Mrs. Edward L. Fabian and Mrs. Samuel Horwitz; property mistress—Mrs. Saul Susnow; assistant property mistress—Miss Claire Roth; dough gal—Mrs. Robert Deitch.

The statement then quotes Premier Nikita Khrushchev:

"By its force of influencing the feelings and minds of the people and by its scope of reaching the broadest masses of the people, nothing can be compared with the art of the cinema."

For 30 years the Legion of Decency—one of 42 such national offices throughout the world—has issued a fortnightly film rating service. Its present categories include: A-I, for all; A-II, for adolescents; A-III, for adults; A-IV, for adults with reservations; B, morally objectionable in part for all; C, condemned.

Each December, Catholics are invited to pledge that they will follow Legion guidelines in film patronage. The pledge is entirely voluntary.

In evaluating films, the Legion is aided by many qualified reviewers: lay and clerical educators from every level, movie critics and laymen from other media, priests, student counsellors, husband-wife teams. Each movie rating is backed by written opinion of at least 30 reviewers.

The committee includes, besides Archbishop Krol, Bishop Walter W. Curtis of Bridgeport, Conn.; Bishop Loras T. Lane of Rockford, Ill.; Auxiliary Bishop John A. Donovan of Detroit; and Auxiliary Bishop Timothy Manning of Los Angeles.

## Col. Maps Field Seminars For New "Kwai" Release

NEW YORK—Five strategic field seminars throughout the U. S. and Canada at the end of this month will add intensive support to the promotional efforts of Columbia in advance of the late May general release of Sam Spiegel's Academy Award-winning "Bridge on the River Kwai," according to Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity.

Designed to leave no stone unturned in Columbia's plan to reach the completely new audience for "Bridge on the River Kwai," the roster of field seminars for exhibitors, circuit executives, and the Columbia field force will lead off in Los Angeles in the last week of April. Within days after the Los Angeles seminar, intensive conferences on "Kwai" will be held in Chicago, Toronto, Denver, and twice in New York.

Tools for the important field sessions will consist of all the advertising, publicity, and exploitation material developed for the massive release of the Columbia Pictures release, together with the two key "textbooks" of the campaign, a unique 40-subject merchandising manual developed by Columbia for the film, and a complete pressbook designed to provide all-new local level support for the "Bridge on the River Kwai" general release. More than 300 theatres will be showing the Spiegel award-winner during the ensuing weeks after the opening of "Kwai" at the end of May. Columbia's encompassing pressbook will provide the "teeth" for their campaigns.

The strategic field seminars will be under the general direction of Roger Caras, Columbia exploitation manager, who will attend the meetings as they are held throughout the country. In Los Angeles, studio publicity manager John Flinn and permanent Los Angeles field representative Jack Berwick will chair the conference, to be attended by exhibitors and executives of circuits from a broad radius surrounding the movie capital. The Denver session and one of the New York sessions will be limited exclusively to Columbia's extensive force of field men and agency personnel assigned to the campaign for "Kwai."

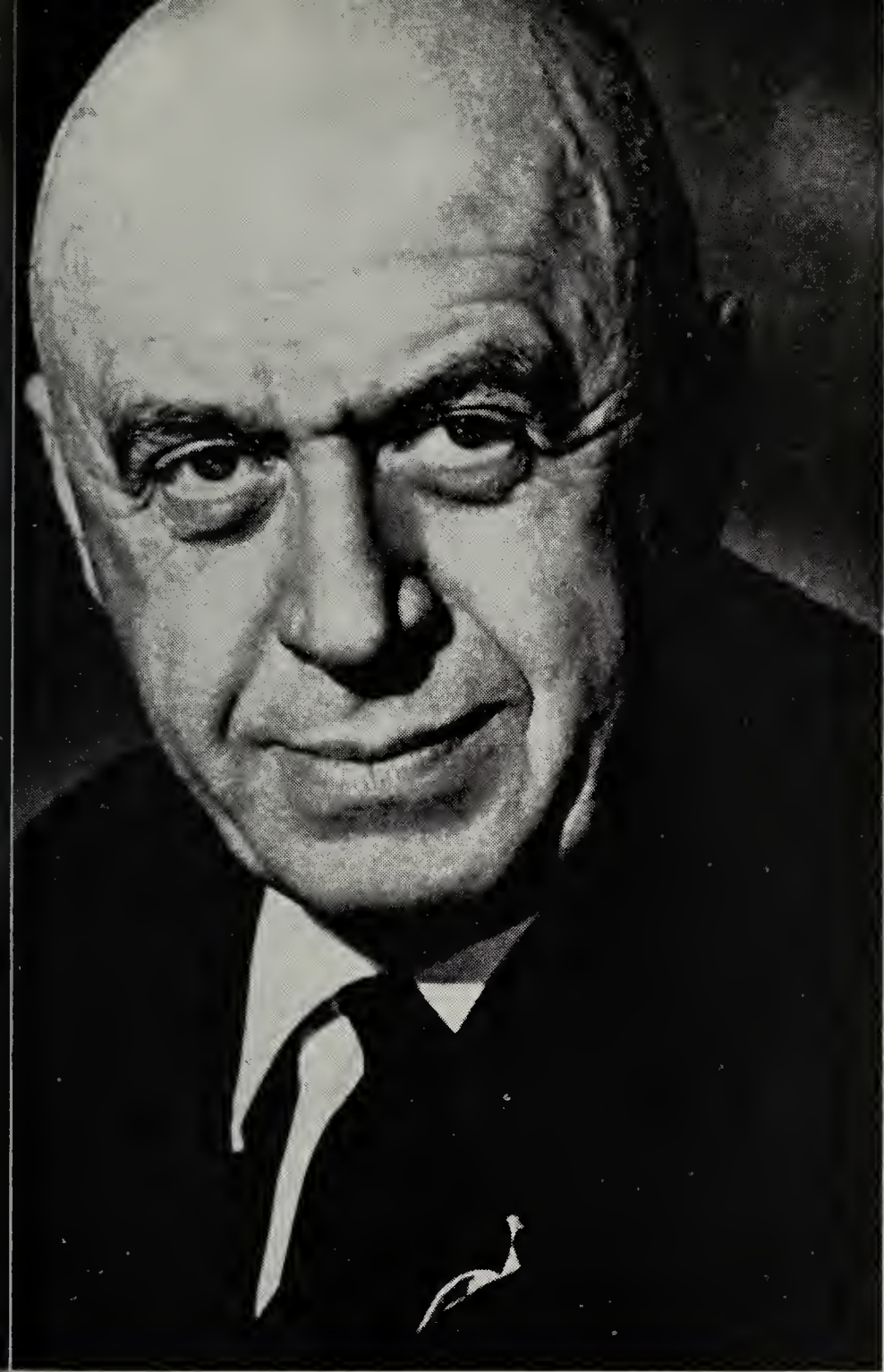
In all cases, one of the key points to be discussed is the strategy involved in tapping "Kwai's" large new audience, as pointed up by a survey which showed that half the potential movie audience has not seen "Bridge on the River Kwai" and considers it a "must see" picture. Of the other half, many have declared to pollsters that they wished to see the film again.

## Thall Joins Columbia

NEW YORK — Jac Thall, formerly copy chief and creative director for the entertainment division of West, Weir, and Bartel, has been appointed advertising manager of Columbia Pictures, it was announced by Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity.

Thall replaces Gil Pearlman, who has resigned to join a new legitimate theatre project. A graduate of New York University, Thall supervised many of the industry's major motion picture advertising campaigns while at West, Weir, and Bartel agency. Prior to this association, Thall served in the advertising department at RKO, in the studio contact department of Universal, and as pressbook editor in the home office of that company.





*A leader and pioneer who has given our industry greater dignity and greater status.*

# OUR GUEST OF HONOR, OTTO PREMINGER—

With his own eyes he saw it. In his great production "Exodus" he did more than bring the drama of the dispossessed to the screen. He created greater understanding and compassion among all races and peoples for a better world.

THE MOTION PICTURE AND AMUSEMENT DIVISION  
of the

UNITED JEWISH APPEAL OF GREATER NEW YORK  
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# Johnston, R. I., Town Council Raps Films, Ads; Shuts Pike Drive-In

JOHNSTON, R. I.—Clamping down on what they called "obscene" movies; "indecent" advertising; and "obnoxious" posters, the Town Council recently held up the license of the Pike Drive-In.

Dissatisfaction with the open-airer's presentations last season, and again starting the current campaign, the town father's decision was brought about by the booking and showing of "A Question of Adultery," starring the popular television and radio songstress, Julie London. Co-features scheduled were "Private Property" and "Angel Baby," on the proposed triple-feature program.

Albert Cipriano, theatre manager, defended his bookings by claiming they were excellent film fare, and that the Town Council was acting too hastily as his open-airer was just launching into the 1964 season.

Councilman Edward Pickering, in lodging the complaint, which will have to be answered within a week, stated that movies recently shown at the Pike were definitely "obscene" and "indecent," and he bitterly criticized the management for lack of supervision.

Cipriano answered that his films just "have good plots—nothing else."

Another Town Council member charged that the Pike's film fare was so "disgusting" and "immoral" that "I don't think they have more than two pictures a year that I would dare take my family to."

Edward Milton, Jr., chairman of the town industrial development commission, strenuously objected to the billboards outside the theatre. He indicated that the pictures were "suggestive"; the titles "objectionable"; and the wording "highly improper" and "immoral."

A special hearing on the complaints will be held in the very near future, and it is anticipated that the drive-in will hire legal counsel to battle the actions of the Council. As far as is known, no censorship code exists in Johnston.

## Mich. Wage Bill Fight

DETROIT—Milton H. London, president of Michigan Allied, announced that he has and will carry out promises made recently in connection with introduction and passage through the lower house of Michigan's first minimum wage bill.

He and Lyle Smith, W. S. Butterfield Circuit, appeared in Lansing before the Michigan Senate Labor Committee at a private hearing.

As expected, the plea to exempt exhibition from the law was turned down. However, this will again be proposed in the form of an amendment, as well as another calling for exemption for those who have less than 20 weeks consecutive employment.

The legislators in both houses have been thoroughly sympathetic. However, the feeling is it would be impossible to exempt any single industry without creating a furor which would kill the measure.

## Detroit Uneasy In Grip Of News Labor Hassle

DETROIT—The Detroit News has been plagued for four weeks by delays in delivery caused by the Detroit Newspaper Printing Pressmen's Union 13 and the Detroit Paper Handlers and Plate Handlers Union 10.

Last Wednesday, Detroit Mailers Union held what management termed an "unauthorized" meeting during the day. This was repeated Thursday at 11:45 a.m. after first editions had been printed. After an hour, management told them to go back to work or leave the building. They left.

Friday, however, advertisers breathed easier as the paper reappeared.

All three unions have expired contracts and are seeking to break the pattern of bargaining simultaneously with both papers through the Detroit Newspaper Publishers Association. Instead, they want separate contracts with each paper.

Situation remains an uneasy one with exhibitors wondering if again Detroit will be newspaperless.

## Col. Names Schlaifer Co. As Advertising Agency

NEW YORK—Columbia Pictures Corporation announced the appointment of Charles Schlaifer and Company as the motion picture concern's advertising agency.

The Schlaifer agency, which has offices in New York and Los Angeles, recently made a major expansion move by acquiring Kaiser, Sedlow, and Temple, Inc. All three principals of the latter agency, Sam Kaiser, Victor Sedlow, and Herman Temple, have joined Schlaifer as vice-presidents, with Kaiser named vice-president in charge of creative services.

In making the announcement of the Schlaifer agency's appointment, Robert S. Ferguson, vice-president in charge of advertising and publicity for Columbia, noted that the motion picture company was determined to provide its producers with the best creative talent available. The new agency affiliation, he pointed out, will give film-makers allied with Columbia the benefit of a complete advertising service manned by outstanding professionals in the agency's copy, art, and media divisions.

Ferguson further noted that Columbia plans individual, specialized, and long-range campaigns on all of its forthcoming productions.

## Burk To Assist Krim

NEW YORK—Arnold D. Burk has been named executive assistant to the president of United Artists Corporation, it was announced by Arthur B. Krim, president.

Burk, who for the past four years has been executive assistant to Robert F. Blumofe, vice-president in charge of west coast operations for United Artists, will take up his new duties in New York early in July.

Blumofe later announced the appointment of Arthur L. Stashower as his executive assistant.

## New Saenger-Orleans Set For June Opening

NEW ORLEANS—Walt Guarino, manager, Saenger, announced that a name has been selected for the new theatre being constructed in the mezzanine area of the Saenger. The new theatre will be called Saenger-ORLEANS.

Saenger-ORLEANS was selected from over a hundred entries submitted by employees of Paramount Gulf Theatres, Inc., which operates the Saenger. Saenger-ORLEANS was submitted by Mrs. Irma Lea and Mrs. Diana Rothschild, and although the two ladies work in the same office at the Saenger, neither realized they had submitted the same name. A name selecting contest had been in effect among the company employees for a period of two weeks, with a prize of \$100 for the name finally selected. The two ladies agreed to split their winnings. Mrs. Rothschild has worked for Paramount Gulf Theatres in the film buying department for six years, and Mrs. Lea has been a bookkeeper with the company for three years.

Grand opening for the Saenger-ORLEANS is expected in early June. Henry George Greene, New York City, is the consulting architect.

The balcony area in the Saenger seated more than 1,300 people. The new theatre will seat slightly more than 700. The reduction in seating capacity is the result of respacing of seats to allow more leg room and greater comfort. The finest seats, deep cushioned on bottom and back, with head-rests and pillowed arm-rests, will be installed. The new theatre is designed to present long-run road-show attractions on a reserve seat policy.

No change will be made in the present lower floor of the Saenger and the huge stage facilities, hydraulic orchestra lift, and pipe organ will not be disturbed.

Kermit Carr, president of Paramount Gulf Theatres, Inc., operators of the Saenger, said his company's decision to invest in a new theatre in the downtown area was based on his conviction that the downtown area is the most convenient and desirable location for the greatest number of people in the New Orleans area.

## Para. Plans Sales Meets

NEW YORK — U.S. and Canadian sales meetings highlighting Paramount Pictures' spring and summer releases are currently set in Philadelphia, St. Louis, Denver and Montreal starting this week, it was announced by general sales manager Charles Boasberg.

Two-day sessions in each city will focus on Hal Wallis' "Becket," Samuel Bronston's "The Fall of the Roman Empire," Joseph E. Levine's "The Carpetbaggers," Jerry Lewis' "The Patsy," Luther Davis' "Lady In A Cage," Schenck-Zabel's "Robinson Crusoe on Mars," "The Son of Captain Blood," and other forthcoming releases.

## Para. Ups De Fazio

PITTSBURGH—Peter de Fazio has been appointed Pittsburgh branch manager, Paramount Film Distributing Corporation, it is announced by Hugh Owen, eastern sales manager.

Fazio, previously a salesman for Paramount in Pittsburgh, replaces Kip Smiley, who has resigned to enter exhibition.

## Cumberland Exhib-Mayor In Ky. Race For Congress

CUMBERLAND, KY.—Mayor Sam Isaac of Cumberland, Harlan County, is a candidate for the Republican nomination for United States Representative from the Fifth Congressional District. Isaac is presently serving his third year as Mayor of Cumberland, and under his leadership the city now has under construction \$3,500,000.00 in Public Works Projects, of which \$2,500,000 is federal aid. The projects are construction of sewage treatment plant, sewage lines, and water works expansion; street and sidewalk program; flood aid program; Post Office and Federal Building; municipal housing project; and flood control project.

Isaac explained that he will fight for a platform that will be of benefit to all segments of the district. Among his goals are passage of a bill in Congress putting the Bible and prayer back in the schools of the nation; increased medical aid to the aged and infirm; measures to increase coal mining and the tobacco farm income; accelerated construction of highways; monthly pensions for veterans at age 65; development of more and better job opportunities; federal aid to education to increase teachers salaries, and to construct more modern schools; loans and grants to youths who do not have the financial means to get a college education; development of recreational facilities and tourism; increased federal aid to provide more and better flood control.

Mayor Isaac is married to the former Barbara Ann Thomas and they have four children. Isaac graduated from Cumberland High School and from Virginia Polytechnic Institute, Blacksburg, Va. He is associated with his father in operation of Kentucky theatres, and is secretary-treasurer of the Cumberland Amusement Co., Inc.; treasurer and board member of radio station WCPM; he has served as vice-president of the Guaranty Deposit Bank, and is serving his seventh year as a member of the bank board; he is a mortgage broker and deals in real estate and insurance. Isaac also taught school for several years.

The candidate has been outstanding for years in community service. He is an active member of the Cumberland Lions Club and has served as president, zone chairman, and deputy district governor. Isaac is a member of St. Stephen's Church. Among other positions held by him are Boy Scouts of America, district chairman; Red Cross Disaster Committee, chairman; University of Kentucky, South East Center, advisory committee, state park committee, and Chamber of Commerce.

### Record For "Russia"

NEW YORK—"From Russia With Love" amassed record-breaking \$460,186 for the first week of its engagement at 30 theatres in the Greater New York area as a "Hollywood Showcase" attraction, it was announced by James R. Velde, United Artists vice-president.

Velde pointed out that the tremendous week's gross for "From Russia With Love" represents an all-time high for any picture ever to play "Hollywood Showcase" or "Premiere Showcase" in the New York Metropolitan area.

# The NEW YORK Scene

By Mel Konecoff

GEE, BUT THAT GEORGE MURPHY seems like a nice guy. You all remember Murph—he used to play those wonderful juvenile roles for MGM some years back. What brings all this on, the man in the balcony will want to know. Well, it seems that Murph is a wheel in the Hollywood Pavilion at the World's Fair, and he thinks it should be used to help "tease people back into theatres."

The former actor, who in recent years has played the role of good-will ambassador for the industry as well as dabbling in politics and business, was sort of guest of honor at a luncheon at Sardis attended by company vice-presidents, publicity managers, and press, most of whom seemed favorably impressed with the potential of the Pavilion to help in the promotion of films and filmland. He estimated that 10 to 12 million people will pass through the Pavilion, taking in Hollywood away from Hollywood.

The throngs, after plunking down an admission, will see sets, costumes, and other memorabilia from such epics as "South Pacific," "The King and I," "Rise and Fall of the Roman Empire," "Cleopatra," "The Unsinkable Molly Brown," "West Side Story," etc. Oh yes, television will also be represented by at least "Dr. Kildare" and "Gunsmoke," as well as by a few others. Folks will be able to have their pictures taken with the props, get autographs from visiting stars, etc., and be primed for forthcoming releases as well if the promotion experts of the various companies so desire. Like Murph said—after the people get tired of looking at countless nuts and bolts elsewhere at the Fair, they'll really appreciate some glamour and entertainment at the Pavilion.

Cooperation will be forthcoming from all the studios, and he stated that the act can be changed as they go along to help put across pictures, projects, and personalities. Stars and moviemakers will be given the VIP treatment, and he extended an invitation to all company representatives to have their visiting celebrities stop around. Like one of the promotion representatives said—we've got nothing to lose and everything to gain by going along with the Pavilion.

**PRODUCTION NOTE:** Joe Levine is getting involved in another play, a musical comedy this time, all because he and Mrs. Levine had nothing to do one night and accepted an invitation from Daniel Melnick to come over and hear the music and lyrics from a property known as "Kelly." So impressed were he and Mrs. Levine that he agreed to present the musical on Broadway in the fall in association with Melnick and David Susskind, who head Talent Association-Paramount Ltd. Paramount Pictures, incidentally, will have nothing to do with the project, and if and when there is a film, Levine's Embassy Pictures will more than likely inherit same.

Levine admitted at breakfast the other morning that he has a secret desire to appear in a play even if it's only in a walk-on role. The play has been capitalized at \$450,000, with Columbia Records involved in a portion of the financing if the final papers are signed. Levine, it will be recalled, made his debut as a Broadway producer in 1963 with Peter Ustinov's "Photo Finish," produced in association with Alfred de Liagre, Jr. "Kelly" will mark Levine's first Broadway musical venture.

**THE METROPOLITAN SCENE:** The Charlie Okuns are back in their Brooklyn home, where Margaret Okun continues to recuperate from a heart attack in Florida. . . . Guess Weeki Wachi's Jack Mahon forgave our reporting Florida's weather in print because we received six cans of Weeki Wachee Mineral Water, which contains silica, calcium sulphate, calcium carbonate, magnesium carbonate, sodium chloride and albuminoid ammonia, as well as H<sub>2</sub>O. . . . In a subsequent missive from the Bahamas, Lorin "Speed" Kopp explains that more strips of film are on the way on "Tell Me In The Sunlight," featuring producer-director-actor Steve Cochran and new discovery Shary Marshall. Thus we can claim to actually own a piece of the film itself. If Kopp isn't careful and if we get enough footage, we can beat him to the release of the feature.

Wonder if Joe Levine knows that his new general sales manager, D. J. (Bud) Edele, is an expert skin diver in case he ever has an underwater picture whose cast needs padding? . . . Levine, Bette Davis, Edward Albee, and Judith Crist to discuss "Broadway and Hollywood: Why All the Awards?" at NYU. . . . Aside to Ralph Donnelly: Thanks.

### SW Zone Heads Meet

NEW YORK — Every aspect of Stanley Warner theatre policy and operation was reviewed and general plans outlined for the coming season in a series of meetings with the zone managers in the home office. Each zone was discussed separately with a panel of home office executives consisting of S. H. Fabian, president; Samuel Rosen, executive vice-president; Nat Lapkin, first vice-president; Harry M. Kalmine, vice-president and general manager of theatres; W. Stewart McDonald, vice-president and treasurer; Nat D. Fellman, assistant to general manager; Bernard H. Rosenzweig, head of real estate; Harry Goldberg, director of advertising and publicity; Philip Harling, assistant to the president; Jack Yellin, head of concessions; and Arthur Rosen, home office executive.

### Mrs. Skouras To Magna

NEW YORK—At a recent meeting of the board of directors of Magna Pictures Corporation, presided over by Marshall Naify, recently elected president of the company, the board elected Mrs. Thana Skouras as vice-president and director of the company, in which capacity she will concentrate on film production, working directly under Naify.

Mrs. Skouras is presently secretary and a director of Skouras Theatres Corporation, a position which she has held since July, 1957. Mrs. Skouras was formerly on the editorial staff of Hearst Magazines, and in 1959 she became head of Thana Skouras Associates, editorial consultants to the entertainment industry.

# LONDON Observations

By Jock MacGregor

HAPPY AS WE ARE to receive Oscars, I do not believe that many in Britain ever thought when "Tom Jones" was first shown that it would be so lauded internationally as it has been. Even its commercial success has surprised many. Originally, it caused no great stir among exhibitors. It was premiered at the London Pavilion which, dominantly sited in Piccadilly Circus, has for years shown mainly horror and catch penny programs. Some thought it would be lucky to last a month. It is now in its 42nd week and at Easter took over \$14,000, which is good for a first week. Even the critics were not completely sold, and hailed it as riotous entertainment rather than an artistic gem. They suggested that director Tony Richardson was apt to be pretentious and too clever. Even some of its key technicians have been slightly incredulous at its nominations and awards. The man most happy about its success must surely be UA's Bud Ornstein. When the movie ran into budget trouble with Bryanston, he rescued it and virtually offered an open check-book, so convinced was he of its potential. Many doubted his wisdom, and he must have had his bad moments when it was not readily booked to a top West End show house. Now he has been rewarded with the knowledge that he nursed a project which is as successful commercially as it is artistically.

WHILE SOME SEEK government action to force the recreation of a third weekly outlet at the expense of the existing two to speed releases, alert distributors are not waiting for legislation. They watch for weeks when the circuit releases are suspect, and offer attractive alternatives. Realizing that British showmen were not sold on the potential here of "Captain Newman" and "Mary, Mary," the Rank and ABC releases, respectively, for April 12 week, Compton Cameo's Tony Tenser rushed out his "X-Adults Only" British exploitation picture, "Saturday Night Out." A number of circuit and independent houses dropped the circuit choices in favor of it, so he has created a valuable addition to the remaining third release outlets. Incidentally, for the first time in a long while, ABC played "Mary" for only six days in North London and reverted to the old custom of showing oldies on Sunday.

THOUGH THE BRITISH FILM PRODUCERS ASSOCIATION anticipate no less than 70 top British features for release in '65, they are not asking for an increase in the quota which theatres have to show. They are hoping that the Board of Trade will again seek voluntary undertakings from ABC and Rank to play not less than 45 per cent, provided British films of the right quality are available. If this is not agreed, the BPPA will further debate the matter before the June 30 deadline for changes. . . . Authorities in some areas are issuing bar licenses to certain movie theatres. Legits have always been privileged to serve liquor, and the spread of roadshows with intermissions has prompted some justices to permit such facilities to save patrons having to go outside for a drink. In a few cases, even continuous performance houses now have licenses. An official notification on the front of the Warner reveals that the management is applying for the privilege. This fine show house closes on April 29 for three months for remodelling and conversion to 70mm in readiness for "My Fair Lady."

CONGRATULATIONS to Stanley Reed, British Film Institute secretary, on being chosen from 80 applicants to succeed James Quinn as the director. Once a schoolmaster, he has been with this government body encouraging the more serious side of movies for 14 years. The BFI's most recent program at the National Film Theatre was devoted to the 10 best amateur films of '63, and a most rewarding session it proved. Several were highly imaginative, well handled, and compared favorably with much that is shown on tv. The program will be seen by more than 200,000 in British cine clubs and film societies, and will ultimately tour America and the Commonwealth. Extracts will also be televised.

THE BIG THINGS hoped for "Irma La Douce" have not materialized in the West End, and after nine weeks at the Carlton, it has moved to the smaller Rialto. The critics were not sold on the film, which to many Londoners is too American and not sufficiently Gallic. It has been replaced by "Seven Days in May," which greatly impressed the scribes. Following the press show, Russell Hadley hosted a lunch at L'Ecu de France. He is convinced that '64 is going to be Paramount's biggest in years. Already, "Zulu" has provided their greatest general release take in London ever, and there is much more to come. He believes that Granada has set a precedent by bringing it back at Acton after only one week instead of playing the current release. . . . Congratulations to Columbia's hardworking secretary, Tony Bray, on being elevated to the board of directors. . . . The Itinerama Big Top toppled while being erected for the touring presentation of "This is Cinerama" at Richmond, and the opening had to be delayed by a week. . . . Jack Goodlatte reports that during March, the Variety Club's seven mobile cinema units travelled 14,126 miles to give 210 shows to 9,257 children in homes and hospitals. Prince Philip, who had to cancel his last Variety lunch date due to the King of Greece's funeral, will attend on July 14. . . . It is amazing that while official figures show that more than 50 per cent of British picture profits now come from abroad, a few publicists are still so short-sighted that they merely condone the overseas press with indifferent service, the minimum recognition, and inferior treatment at screenings. Those publicists who have things properly organized and know who the active correspondents are have no trouble in offering first class service and accommodation for all concerned, even at the more restricted functions and screenings. . . . Like the Marble Arch Odeon, which is being razed to make way for a new theatre, store, office, and apartment sky scraper development, one of Wardour Street's oldest blocks is being demolished. Construction on the Curzon Theatre development is progressing. The art theatre will be in the basement. Work has now reached street level.

## Torrid Production Pace Livens Universal Scene

UNIVERSAL CITY, CALIF. — With six productions already launched this year — more than twice the number that had been started at the same time last year — Universal is gearing its production plans for a minimum of 25 features during the year, it has been revealed by Edward Muhl, vice-president in charge of production.

This is more than double the number of pictures turned out by the company in any year since 1957, when a complete change of production policy was instituted.

Five of the six films started already have been completed — "Send Me No Flowers," starring Rock Hudson, Doris Day, and Tony Randall; "Kitten With A Whip," starring Ann-Margret and John Forsythe; "The Lively Set," starring James Darren, Pamela Tiffin, Doug McClure, Joanie Sommers, Marilyn Maxwell, Charles Drake, and Peter Mann; "Daffy," starring Michael Parks and Celia Kaye; and "McHale's Navy," starring Ernest Borgnine, Joe Flynn, and Tim Conway, which has just wound up production. The sixth picture, "Bus Riley's Back In Town," starring Ann-Margret and Michael Parks, is still before the color cameras.

Shooting has just started on the Panama and Frank Production, "Strange Bedfellows," starring Rock Hudson, Gina Lollobrigida, and Gig Young, the first of six pictures to start this month. The others are "Father Goose" (tentative), starring Cary Grant and Leslie Caron; William Castle's "The Night Walker"; "Fluffy," starring Tony Randall; "Taggart," to be produced by Gordon Kay; and "The Truth About Spring" (previously "Miss Jude"), starring John Mills, Hayley Mills, and James MacArthur.

Already scheduled for starts during June and July are Ross Hunter's "The Art Of Love," starring James Garner and Dick Van Dyke; "The 12th Of Never"; "The Favor," a new comedy by Stanley Shapiro and Nate Monaster to star Rock Hudson; and "Fields Of Honor," starring James Stewart.

Thus, by the end of July, the company will have started a minimum of 16 productions, more than the number for any entire year since 1957.

## COMPO Backs Anthem Trailer

NEW YORK—At the request of the Under Secretary of the Navy, Paul B. Fay, Jr., COMPO asked presidents of exhibitor organizations to urge members to show a trailer on which the Star Spangled Banner is played over a pictorial background.



Managing director Jack Goodlatte recently presented Jack Rowe, ABC Cine Bowl, Bexley Heath, with a citation and check for \$2100 for being named Associated British Cinema's champion manager for 1963 at a London dinner. On the left is Arthur Abeles, Jr., managing director of Warner Brothers.

## ALBANY

A certificate of dissolution was filed with the Secretary of State by the Twin Drive-In Theatre, Inc., of Erie County. . . . Screen News Digest Sales Division, Inc., of New York, recorded a name-change to Screen Sales, Inc. . . . Theatre Network Television, Inc., New York corporation, merged TNT Electronics, Inc., also a New York company. . . . A. O. La Flamme, long-time manager for Stanley Warner Theatres in the area, visited prior to the reopening of his Unadilla Drive-In, Unadilla, on week-ends. . . . Fabian's Palace tied up with the Times Union for the "Academy Awards Sweepstakes" contest. The circuit's Proctor and State, Schenectady, did likewise with The Gazette in that city. . . . Columbia district manager Harry Rogovin was in. . . . Frank Purner, operating the Bijou, North Troy, will helm the Rustic Drive-In, West Sand Lake, this summer. John Capano, conducting the Cinema Art and State, Troy, ran the Rustic last season. . . . A daughter, Nicole Ann, was born in the Albany Medical Center Hospital to Mr. and Mrs. Michael S. Artist. Artist is promotion manager for Stanley Warner owned WAST-TV, and an ex-chief barker of Albany Variety Club. . . . Harry J. Gallup, owner, Adirondack, Speculator, N. Y., and wife celebrated their golden wedding anniversary at their winter home in Jensen, Fla. . . . John Wilhelm, of Wilhelm-Thornton, buyer-booker for area houses, has been authorized to buy and book for the Branche, owned by Altros Development Corporation. The new house on Route 155, Water-vliet-Shaker Road, Lathan, is located 1,500 feet west of the intersection of Routes 9 and 155. It is a new, modern, up-to-date theatre with a capacity of 1,000 and will open about April 30. Of Colonial design, the new house will be a community center under plans formulated by James H. Branche, owner of a prospering pharmacy on the same road. There will be ample parking.

## ATLANTA

Radio station WQXI in Atlanta has been sold for \$1.3 million by Esquire, Inc., to Jupiter Broadcasting of Georgia, Inc., a property of Fox, Wells and Rogers, a Stamford, Conn., investing firm, subject to FCC approval. Jupiter also owns radio station WASI in Cincinnati, Ohio. . . . Mrs. D. W. Cook, mother of Mrs. Billie Hester, American International accounting department, was in Crawford Hospital for surgery. . . . Robert L. Hames, sales manager, Continental Pictures, was in on business. . . . There was a fire in the concessions-projection building at the Skyvue Drive-In, Shelby, N. C. . . . Ronnie McHone has been named assistant manager of the Tennessee, Knoxville, Tenn. . . . Sam Orleans, pioneer southeastern motion picture and television producer, was honored by his many friends from Governor Frank Clement down on his 50th anniversary. He started in the business in Albany, N. Y., in 1914. Sam Orleans Film Productions is the major producer of historic and educational films for the Atomic Energy Commission.

## BOSTON

The "sudden cancellation" of the showing of "Passion Holiday" at the Ritz, Lewiston, Me., which was announced after the leading anti-obscenity crusader in the area reported receiving complaints about it, was explained here by Davis Film Distributors, Inc., world wide distributors of the film. Mel and Stan

Davis, brother owners of Davis Film Distributors, said that Irving Cohen, manager, Ritz, reported he halted the picture "voluntarily" after he had received two telephone calls from Laurier T. Raymond, County Attorney. It was his first attack on films. The Davis brothers pointed out that the county attorney suggested that the film not open on the fifth day after it had already played four record breaking days; the county attorney never viewed the film; Lewiston had never exhibited a "nudie" film previously; "Passion Holiday" had already passed some of the major recognized censor boards in the country; only adults over 18 years of age (with no exception) were admitted to the theatre; the demand to see the picture was so great that it holds an all time four day boxoffice record in this theatre. . . . "Our industry in headed for the greatest period in its history, despite the cries of despair and doom," Julian Rifkin, president of TONE, and head of Rifkin Drive-In Theatres, told a meeting of Cinema Lodge, B'nai B'rith. Sam Seletsky, vice-president of General Drive-In Corp., told the session that General will open 20 new theatres in 1964. The corporation now has 78 theatres, and Seletsky told the 75 exhibitors and distributors that General's action in building the 20 new theatres demonstrates the confidence his company has in the future of exhibition. Al Daytz, Esquire Theatres, spoke on the problems of independent exhibitors in opening new theatres. Max Carelick, Franklin Theatre, Franklin, Mass., stated: "There's a future in the motion picture industry for any businessman."

## BUFFALO

More than 100 barkers and their wives have registered to date for the big Shuffle Off To Buffalo Variety Clubs International Convention, June 30-July 2, and convention chairman James J. Hayes says, "Reservations are coming in from far and wide, indicating that this will be the greatest Variety international meet in years. Attendance will be large, events outstanding, and the business sessions promise to make Variety history." Among the early birds registering is a delegation from Los Angeles, representing American International Pictures, Mr. and Mrs. James Nicholson, Mr. and Mrs. Samuel Arkoff, Mr. and Mrs. Leon Blender, and Mr. and Mrs. Milton Moritz. From Minneapolis, Mr. and Mrs. Ben Berger, Berger Amusement Company, have registered. Included in the overseas delegation from England will be Mr. and Mrs. James Carreras and Mr. and Mrs. C. J. Latta. . . . Schine's Granada will present the Warner Bros. production of "My Fair Lady" in Buffalo. Manager Joe Garvey says it will open Dec. 23 and announces that the following attractions also have been booked: April 30, "Night Must Fall," with Albert Finney, Susan Hampshire, and Mona Washbourne; May 14, "Tamahine," with Nancy Kwan, John Fraser, and Denis Price; May 29, "The Chalk Garden," which will be shown day and date with the downtown Century; July 10, "The Fall of the Roman Empire," with Sophia Loren, Alec Guinness, and a big cast; and then "My Fair Lady," starting Dec. 23, for which a price list has not as yet been announced. . . . The Delaware avenue club rooms of Tent 7, Variety Club, have been completely renovated—new carpeting, new paneled walls, repainting, and a cloakroom added. Appreciation for all this work goes to Myron Gross, James J. Hayes, Joe Fox, and Nate Dickman. . . . United Artists branch manager Bob Friedman has been promoted

to the management of the Detroit U A exchange, and the Variety Club will be the scene of a farewell dinner on Monday, April 27, which will also be a welcome to Gordon Bugie, Friedman's replacement. . . . Tent 7, Variety Club of Buffalo, will stage a telethon victory dinner in the Delaware avenue club rooms when a sizeable check will be presented to the club's charity, the Rehabilitation Center of the Children's Hospital. The telethon was a most successful one, the total for which has passed the \$105,000 mark. New Variety Club members are Charlie Finnerty, Lakewood Drive-In; John J. Serfustino, Paramount Pictures; Charlie Siegert, Courier-Express; and John A. Frank, Jr., Marine Trust Company. Chief barker Tom Fenno has returned from vacationing in Miami Beach and Nassau. . . . President Sidney J. Cohen announces that the combined convention of Allied Theatres of New York State and New Jersey will be held Aug. 3 to 6 at the fabulous Concord on Kiamesha Lake, N. Y. In a special notice just sent to members, president Cohen says, "Our Allied national leaders have just met in Kansas City with the top leaders of TOA. Much good must come out of these meetings for the benefit of all exhibitors. There can no longer be any doubt that there must be a unified front and positive cooperation among all of exhibition to combat the blind bidding, including bidding for pictures that have not even been made as yet." . . . In connection with the exploitation campaign on "A Tiger Walks," manager Eddie Miller, Paramount, arranged a Walt Disney coloring campaign in the Union and Echo, local Catholic Weekly, which was won by Margaret M. Eberle, 10. So great was the response that the Paramount increased the number of guest tickets awarded to entrants. The first prize was a U. S. Savings Bond. . . . The North Park Drive-In, Rochester, which now is part of the group of theatres operated by John Martina and Morrie Slotnick, newly "done over" and under new management, has opened in Kodak Town. . . . The Fine Arts, Rochester, has been reseeded with what manager Morris Slotnick describes as "the latest type theatre lounge seats," and new floor carpeting has been installed. . . . With a 60th anniversary

**More  
light  
+  
slower burn=  
lower costs**

**NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**



Seen at the recent premiere of Paramount-Embassy's "The Carpetbaggers" at the Paramount, Denver, were, left to right, producer Joseph E. Levine; stars George Peppard and Carroll Baker; and George Weltner, Paramount executive vice-president.

approaching this year, Loew's Theatres nationally are about to celebrate, and Rochester's Loew's, due for a little history making of its own, will share in the jubilee. The celebration will take the form of a parade of new film releases that Rochester manager William Laney chooses to describe as "the best lineup of motion pictures ever offered by one theatre." While planning for the anniversary showings, manager Laney is engaged in a search for a new theatre site. The present Loew's theatre is marked for demolition to make way for a new office building in a year or two. . . . "Now I have it from the horse's mouth—Loew's is not leaving Rochester," said Hamilton B. Allen in a recent edition of the Rochester Times-Union. "Arthur Tolchin, assistant to the president of the theatre company and in charge of theatre operations, confirmed an earlier report here (Rochester). He told me, in New York that 'Loew's will have a new site selected and a theatre built by the time the Rochester is torn down.' His statement seemed to nullify local reports that the new Xerox office building at Broad and Clinton will contain a movie theatre to be operated by the Loew company. He said, 'That is not in our present planning. The company is researching the area for the ideal site for a new theatre. We have several locations offered.' . . . "With the adjournment of the legislature in Albany, I am happy to say that all the bills that would have done considerable harm to our industry, including the classification bills, did not pass," said Sidney J. Cohen, president of Allied Theatres of New York State, in a recent communication to the members of the unit. . . . Joe Garvey, manager, Schine's Granada, reports that he has sold out the house for the opening night of "The Fall of the Roman Empire" to the Buffalo Junior Chamber of Commerce. The opening night will be July 10. . . . Ten theatres in western New York will present a special children's matinee on Saturday and Sunday, April 25 and 26, of "The Talking Bear," a Joseph E. Levine-Embassy Pictures Corp. production, and will use a big newspaper, television, and exploitation campaign to put it over. The 10 theatres putting on the matinee are Century, downtown Buffalo; seven Dipson theatres, including the Colvin, Abbott, Apollo, Bailey, Kensington, Broadway, Riviera in North Tonawanda; Palace in Hamburg, and Aurora in East Aurora.

## CHICAGO

Eddie Solomon, formerly with publicity department at Balaban and Katz, has joined

the publicity staff at Embassy Pictures. . . . David Wallerstein, president of B and K, is in Hollywood, Calif., for film conferences. . . . National Electric Sign Association is preparing expansion of its public relations program. The executive committee of the firm will meet here this month to begin drive for greater use of electric signs to boost business, including theatre trade throughout the country. . . . Teitel film exchange had the Chicago premiere of the Japanese film, "Sanjuro," at their Town. Teitel also had an exclusive run of "Lawrence of Arabia" at their Globe. . . . Management Corporation, organized by Mayer Stern, theatre owner, and William Neubeck, Jr., to operate a drive-in theatre and amusement center between Naperville and Aurora, Ill. Ground was broken to build the 1,350 car drive-in, which will be ready for use in July of this year. The amusement park, adjacent to the theatre, is also underway. . . . Universal's "Flying Carpet" (an aeromobile invented by Dr. William R. Bertelsen, which is 20 feet long and weighs 1,200 lbs.) heralds Universal's fun-film, "The Brass Bottle." . . . Gore Vidal, writer, who has adapted his Broadway success, "The Best Man," for United Artists' screen version, made the press rounds with Wally Heim, press agent for UA here. The film will open here at the State-Lake. . . . Edmund Boland, director of sales promotion and advertising of Chicago Coca-Cola Company, was named assistant to the president, George Cobb, of the Chicago company. Hal Dickens takes over the duties formerly belonging to Boland. . . . Balaban and Katz broke ground on April 10 for their new theatre in Oakbrook, Ill. Dave Wallerstein, B and K president, was on hand for the ceremonies. . . . Ronald W. Olson has joined the law firm of Bergstrom and Brizius. The firm represents 20th-Fox for the Chicago territory.

Alliance Amusements reopened the following Indiana drive-ins during March: Skyline, Logansport; Miami, Peru; North and South Outdoor, Anderson; Fort Wayne, Fort Wayne; Allison, Vincennes; and Frankford, Frankford. . . . E. J. Fitzgibbons, formerly publicity director for Paramount in this territory, is presently engaged in the real estate business in Aurora, Ill. . . . Harry Kipke, retiring as an executive of Coca-Cola, was feted by the company's executives from Atlanta at the Chicago Club. . . . Mrs. Alberta G. Gannon died in Bethesda hospital. She was retired board chairman and president

of Chicago Film Laboratory, Inc., which she founded in 1926. . . . Exclusive loop telecast of Stanley Cup hockey playoffs of Chicago vs. Detroit were shown at the Palace. All seats on a non-reserved basis sold for \$3.50. . . . National Association of Concessionaires reports that 61 advance space reservations, representing 43 per cent of the available 141 booths for this year's motion picture and concessions industries trade show, have already been received. Spiro Papas, Alliance Amusement Co., is NAC's exhibit chairman. . . . Coca-Cola is participating in 1964 Smile Girl promotion with Jantzen, Inc. The winning girl and two persons of her choice will be given an all-expenses paid week in New York City during the World's Fair.

## CINCINNATI

Marie Donelson Teetor, office manager and booker for Screen Classics, retired after being on Film Row for the past 17 years. . . . The second Film Row party staged by Variety Tent Three at the Vernon Manor was even better than the first one held in January. The fun-fest was masterminded by Al Kolkmeier, arrangements chairman, with a big assist from Ben Cohen. . . . Ida Cohen, RKO Theatres' out-of-town booker, crammed a number of activities into a heavy schedule on her first trip to this city, which included a luncheon at the Hotel Terrace-Hilton attended by Film Row executives and RKO area house managers, and a visit to the Columbus and Dayton, O., houses with Joe Alexander, district manager. She also visited Film Row before flying back to New York City. . . . Manny Pearson, 20th-Fox field man, was here to arrange promotions for upcoming area screenings of "Horror of Party Beach" and "Curse of the Living Corpse." . . . Tri-State Theatre Services is booking and buying for Elkview, W. Va., drive-in, operated by A. Aaron, Charleston, W. Va. exhibitor. . . . The Alpine, Ripley, W. Va., is being renovated by its new operator, Frank Weitzel, who plans to reopen house within several weeks.

## COLUMBUS, O.

Jimmy Rea announced a May 2 opening of the Free Christian drive-in, with Billy Graham's feature, "Lucia," as the attraction. . . . Tentative schedule of 14 stage shows has been announced for the fall and winter season at the Hartman by the new operator, Danny Deeds. The season will open in October with "Barefoot in the Park." The Hartman, near Loew's Ohio and RKO Grand, has been closed during the present season. . . . Charles Sugarman, former operator of the World art theatre here and drive-ins at Parkersburg, West Virginia, is recovering following an operation. . . . Ground-breaking ceremonies were held for the \$2.5 million, 12-story Holiday Inn motor hotel, first building to be started in the Market-Mohawk urban renewal area adjacent to the downtown theatre area. . . . Ron Pataky, theatre editor of the Citizen-Journal, and Samuel T. Wilson, theatre editor of the Dispatch, are to have their sketches added to the Celebrity Corner of the Deshler-Hilton Hotel.

## DALLAS

Bob Bale has been added as a featured speaker at the convention of Interstate Circuit, Inc., and Texas Consolidated Theatres, to be held here April 15-17, according to John Q. Adams, executive vice-president of the companion theatre circuits. Bale, former ex-

hibitor, is now management consultant to the Institute of Personal Development, Phoenix, Ariz. M. J. "Mike" Frankovich, first-vice-president in charge of global productions for Columbia, had previously been announced as the keynote speaker. He will speak on "Our Brightest Future." . . . Maryon Hudgins, manager, Trans-Texas Theatres operated Capri, has announced that April 29 will be the last day of performances of "It's A Mad, Mad, Mad, Mad World." The film will have completed a 19 week engagement at that time. Opening at the Capri on April 30 will be the Billy Wilder double hit of "Irma La Douce" and "Some Like It Hot." . . . William E. Mitchell, general manager for Interstate Circuit, Inc., and George Sorenson, his assistant, returned from a business trip to the circuit's theatres in El Paso, Tex. . . . Four hours of film shot with hidden cameras at the Dallas trial of Jack Ruby may be assembled as a documentary for showing in film theatres. The film, shot by a company formed by producers Sam Gallu and Ruby's defense attorneys, Joe Tonahill and Melvin Belli, is also being considered for television release. Footage includes interviews with witnesses and testimony by Ruby. Gallu said the film is being held to await the outcome of Ruby's appeal for his conviction in the murder of Lee Harvey Oswald. . . . Clayton Pantages and Robert Steur, Cinema Distributors of America, were here screening their "Flesh Eaters" for local circuit heads and booking agencies. Frank Meyers is their local representative. . . . "FBI Code 98," the story of America's FBI, will premiere throughout 20 Texas Interstate theatres between April 30 and May 1. These engagements will be the first in this country. The film will open here at the Majestic on May 14. Other cities involved in the saturation showings will be Houston, San Antonio, Fort Worth, Galveston, El Paso, Amarillo, Brownwood, Corsicana, Denison, Paris, Temple, Abilene, Eastland, Tyler, Wichita Falls, Vernon, Brownsville, and McAllen. . . . "Indian Paint," which was filmed in the local area by Tejas Productions, is being screened for several major film companies by Bob O'Donnell of Diamond International and Gene Goree of Tejas Productions, in New York City. . . . Albert Flores has joined the staff of General Films here as a booker.

## DENVER

Dynamic Downtown Week was celebrated by many first runs in cooperation with the Denver Downtown Merchants Association, and went over with a bang. All houses put on special events. Ralph Batschelet, manager, Denver, staged a homemakers and cooking school, and Wolfberg's Paramount had the world premiere of Paramount-Embassy's "The Carpetbaggers." . . . Annual rummage sale of the Denver WOMPIs club will be held May 2, proceeds going to its charity fund. . . . Jerry Gallagher, former manager of the Atlas Ritz, has been named by Jack Flemming, general manager of that chain, to the post of manager at the Holiday to replace Gene Morgan, resigned. . . . Murray Gerson, who for the past several years has been branch manager of Universal here, resigned and has been replaced by John Finn from Universal's Boston exchange. . . . Mel Glatz, Fox Intermountain Theatres, will be one of the principal speakers at the meeting of the Theatre Dealers Equipment Association in Chicago. Bob Tankersley, Western Service and Supply of Denver, is secretary of the Association. "How the West Was Won" is opening in Albuquerque, N. M. George Fisher, branch manager



William Yurasko was recently appointed head film booker and buyer for the Stanley Warner Theatres in northern New Jersey, and was honored by the Motion Picture Associates of Philadelphia at a luncheon at the Bellvue-Strafford Hotel. Shown, seated, left to right, are Yurasko; George Beattie, William Goldman Theatres; Mort Magill, branch manager, Buena Vista Films; John Coyne, president, Comerford Theatres, Scranton, Pa.; and standing, left to right, Irving Coopersmith, Stanley Warner Theatres; Don Hicks, Paramount branch manager; Charles Smakwitz, zone manager, SW Theatres in Newark, N. J.; Willard Mathews, Comerford Theatres, Scranton, Pa.; and John McKenna, SW Theatres in New York.

of MGM, will attend. . . . Bill Hastings, manager, RKO International 70 here, held the finals of the Teen Age Model of the Year contest on the stage. . . . Joe Stone, National Theatre Supply and Bob and Sue Tankersley, Western Service and Supply, were in Missoula, Mont., for the Montana Theatre Owners Association meeting.

## HOUSTON

Movie producer Sam Goldwyn, Jr., was a visitor here to show his movie, "The Young Lovers," to the drama classes at the University of Houston. George Garrett, script writer, was also here. . . . The actual horse drawn chariot used in the film, "Fall of the Roman Empire," was in Houston. The Sears Roebuck stores offered youngsters free rides in the parking lots of its four stores. The Customer Service Center of the Sears stores have tickets to the showing of the film at the Tower on their charge accounts at the store. . . . The first prize in the Oscar contest conducted by the Houston Chronicle and 29 indoor and drive-in theatres was a 1964 Pontiac Tempest sports coupe. Second and third prize was a one year ticket to any participating theatre, fourth and fifth prize was a six months ticket to any participating theatre; sixth and seventh prize was a three months ticket; eighth and ninth, a one month ticket; and 10th through 50th, tickets to any participating theatre. . . . A special screening of "The Fall of the Roman Empire" was held by Interstate Circuit, Inc., for a specially invited audience the day prior to its opening at the Tower. . . . Charles Payne, managing director of the Windsor Cinerama, has announced that "It's A Mad, Mad, Mad, Mad World," now in its 17th week, will close on April 29. To open on April 30 will be "Becket." . . . A multiple opening was held here for "Muscle Beach Party" at four indoor and seven outdoor and for "Charade" at three indoor and seven outdoor theatres. . . . Mexican motion picture star Eulalio (Lalo) Gonzales, known as "El Pipporo," headlined a revue of Mexican artists appearing for a one night stand on the stage of the Music Hall.

## JACKSONVILLE

Howard Pettengill, advertising executive from Miami, came in for a few days as an

American International Pictures representative to work on an advance promotional campaign for the north Florida premiere of AIP's "Muscle Beach Party" at the downtown Florida. Working with him are Walt Meier, Florida manager; Joanne Starr, FST advertising executive; and Charles King, AIP manager. . . . It is reported that Herman Meiselman, owner, Meiselman Theatres, is planning the early construction of a new indoor theatre at Jacksonville Beach. Meiselman has a sizeable circuit in the Carolinas and Georgia, in addition to two indoor theatres and two drive-ins in Jacksonville. . . . Mrs. Anne Dillon, former WOMPI president who is now resident manager of the French Quarter, a large apartment complex on the Southside, keeps a legitimate hold on her WOMPI membership by doubling on weekends as a legal secretary to LaMar Sarra, vice-president and general counsel of Florida State Theatres. Anne also participates in WOMPI fund-raising and charitable activities and devotes many hours each month to birthday parties for residents of the All Saints Catholic Home for the Aged. . . . Judge May, Florida Times-Union entertainment editor, provided a fine service to his thousands of readers by devoting his "Star Gazing" column of Sunday, April 12, to a running commentary on nominations for 1964 awards by the Academy of Motion Picture Arts and Sciences. In his column, Judge pointed out: "The long-awaited event is not a popularity poll; unlike other awards, the selections are made by members of the academy. The choices may not coincide with the selections of the admission-paying public, but it is still the eldest, and has the most prestige." . . . A Friday night spring dance in the ballroom of the George Washington Hotel was enjoyed by scores of men and women Film Row workers to the music of Johnny Jellinek and his orchestra. A number of out-of-town exhibitors and their wives were also present. The social event was sponsored jointly by the male Motion Picture Charity Club, headed by Tom Sawyer of FST, and the distaff Women of the Motion Picture Industry, headed by Ida Belle Levey of United Artists.

## MEMPHIS

Miss Amelia Ellis and Associates propose to build a double-screen drive-in with space for

1,500 cars on Highway 78 near Memphis. Miss Ellis owns an interest in the Frayser Drive-In, also near Memphis, and she is a veteran exhibitor. The plan hinges upon the approval of the Memphis and Shelby County Planning Commission. Under the double-screen arrangement, the first in the Memphis area, different movies would be shown at the same time. The admission charge would be "above average." A heated and air-conditioned auditorium from which the movies could be viewed is in the plans; also a food service area, kitchen, dual restroom facilities, and a playground with an attendant. . . . Burglars dropped from the roof of Park Theatre to rip open the safe, rifle a desk, and pry open a cigaret machine and coin changer. The safe door was battered off. About \$600 was taken. The coin changer and cigaret machine contained \$700. The thieves entered through a small door in the roof. . . . Variety Children's Heart Institute, supported by the local tent, was dedicated with speeches, tours, and a reception. Robert L. Bostick, representative at large for Variety Club International, was the principal speaker. Portraits of the founders of the Variety Club project, the late M. A. Lightman, Sr., the late M. H. Brandon, and William Goodman were presented to the Institute. . . . The Better Films Council, Mrs. James Fay Hall, president, and Mrs.

Cleve Read, film reporter, announced "Seven Days in May" as the Best Adult Movie of the Month. The Council selected no Family Movie this month. . . . Rowley United Theatres has reopened 65 Drive-In, Conway, Ark., and Malvern Drive-In, Malvern, Ark.

## NEW HAVEN-HARTFORD

Hartford's City Council has given approval for disposition of the land in the projected \$10-million Bushnell Plaza redevelopment area of downtown Hartford, the region to include two 30-story luxury apartment towers, 15,000 square feet of retail space, an underground garage, a four-story office building, and a 500-seat motion picture theatre. The council's action paves the way for start, within months, of construction by the Bushnell Plaza Associates, developers. Just what firm will operate the theatre is yet to be determined. . . . Oscar Combs, out of the industry for some months, has rejoined Lockwood and Gordon Theatres as manager of the East Hartford Drive-In. Richard Wilson, who had been supervising both the East Hartford and East Windsor Drive-Ins, will now concentrate on East Windsor. . . . Lockwood and Gordon has expanded size of the Danbury Drive-In to 900-car capacity. It was formerly 600 cars. . . . Miss Addie Lee Pickus, daughter of ex-TOA executive committee chairman Albert M. Pickus and Mrs. Pickus of downstate Stratford, was the lone girl trumpeter in the Fairfield County Youth Orchestra concert presented the other Sunday noon on WNHC-TV (channel 8). Pickus owns and operates the Stratford Theatre, Stratford.

## NEW ORLEANS

Blanche Gubler, Universal staffer, is going to undergo eye surgery at the Eye, Ear, Nose and Throat Hospital. . . . The Joy Drive-In, Milton, Fla., reopened after a winter closing. . . . The Trace, Port Gibson, Miss., closed for the summer with the reopening of the Auto-Vu Drive-In, Lorman, Miss., which is closed for the winter. . . . Melville Amusement Company reopened the Joy, Melville, La. . . . Mrs. Edith Gee reopened the Village, Bonita, La. . . . G. L. Cobb, Sr., 82-year-old father of Bill Cobb, president, Exhibitors Poster Exchange, is recuperating at his Springfield, La., home after major surgery in a Shreveport hospital. . . . Harry Thomas, Gulf States Theatres official, is recuperating at his McComb, Miss., home after surgery in the Baptist Hospital. . . . Mary Greenbaum is the new secretary at Blue Ribbon exchange. . . . Variety Club of New Orleans, Tent 45, dedicated their new headquarters on the second floor in the 150 South Liberty Street Building on Film Row. A buffet supper was served. A plaque was presented to the Ladies Auxiliary for raising over \$500,000 for the Tent's charitable projects in the last three and one half years. . . . Joel Bluestone's Gretna Drive-In, Gretna, La., recently damaged by a violent storm, will make way for a housing development. Bluestone, whose present theatre operation is confined to the Royal Art, the only film house in the French Quarter, now devoted to first run art films. . . . Sympathy is extended to Mildred Lindsay, Universal PBX operator, upon the death of her father. . . . Jimmy Johnson shuttered the Gem, Dubach, La. . . . The Camp LeRoy Johnson motion picture theatre, will close after Memorial Day with the permanent shut-down of the base on May 31.

## PHILADELPHIA

Variety Club, Tent 13, will hold a general membership dinner meeting at the Bellevue-Stratford Hotel in the North Cameo Room on April 27. Chief Barker David Rosen said plans will be made for this year's Old Newsboys' Day. . . . Eddie Rosenbaum, dean of the local film publicists, now retired, celebrates his 80th birthday on April 24. . . . Officials of Comerford Theatres, Inc., and Gateway Shopping Center, Inc., broke ground for construction of the 1,000-seat Gateway Cinema, new indoor theatre to be operated by Comerford in the shopping center along Route 11 in Edwardsville, Pa. An early fall completion date is anticipated. . . . Tom Zaffiro, proprietor, Vine Street's Barber Shop, was confined to Delaware County Hospital. . . . Franklin Pease had ex-stripper and professional model Lynn O'Neill appearing in person and posing at the New Broadway adult sho-place in conjunction with his showing of the featurette, "Secrets Of A Professional Model." . . . The City planning Commission recommended a zoning change to pave the way for construction by Ellis Theatres of a 900-car drive-in on Grant Avenue just southwest of Roosevelt Boulevard. . . . Embassy Pictures has moved its branch office to expanded quarters at 1225 Vine Street. . . . Stanley Warner Theatres zone manager Frank J. Damis announced the exclusive reserved seat engagement of Paramount's "Becket" for the Cheltenham on June 17. Ten shows a week at a \$2.74 top will prevail.

## SAN ANTONIO

The San Antonio Public Library has announced the availability of a new movie review service for local theatre patrons. A widely-recognized service, "The Green Sheet," describing the content of current movies, can be checked in the Main Library's literature department. A collection of national organizations, ranging from the Federation of Motion Picture Councils to the Daughters of the American Revolution, screen all important domestic and some foreign films in preparing the reviews. The service also suggests suitable audiences. . . . Motion picture star Pola Negri plans on moving back to Hollywood to continue with her movie career on a full time basis. For some time she was in retirement here then played a role in Walt Disney's "The Moonspinners." Miss Negri plans to sell the home she inherited here from her late friend, Margaret West, to return to Hollywood. . . . A half hour full-color motion picture entitled "San Antonio: The HemisFair City," premiered in the Grand Ballroom of the Granada Hotel. This is a film of San Antonio in the '60s, showing her power and her potential as a military center, a tourist center, but more important as a commercial and financial capital of this southwest Texas empire. The film was produced under the supervision of Conway C. Craig. . . . Herman Sollock, manager, Woodlawn, posted the closing notice for "Cleopatra" after a six week engagement. "South Pacific" followed. . . . A multiple opening was held at the Towne Twin, Park-Aire, Trail, Fredericksburg Road, and Kelly Drive-Ins of the horror double bill, "The Horror Of Party Beach" and "The Curse of the Living Corpse," for its first run showing, with uniformed officers supervising all admissions. . . . Services were held for Albert E. Baade, Sr., 59, manager, Rosegarden Drive-In, Tyler, Tex., for the Interstate Theatre Circuit. He suffered a fatal heart attack while visiting his ill wife at the hospital.

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# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107



APRIL 22, 1964

SECTION TWO  
VOL. 71, NO. 15

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6303 BLACK ZOO—MD-88m.—(PV; EC)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
- 6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
- 6304 55 DAYS AT PEKING—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
- 6301 DAY OF THE TRIFFIDS, THE—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
- 6309 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
- 6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
- 6210 PAYROLL—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
- 6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Paik—5065 (7-10-63)—Fair programmer—English
- 6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
- 6401 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
- STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
- 6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
- YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

### COMING FEATURES IN ORDER OF RELEASE

- Feb. LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
- Mar. SECRET DOOR, THE—(C)—Robert Hutton, Sandra Dorne
- May NAKED KISS, THE—Constance Towers, Anthony Eisley

### COMING

- CLASH BY NIGHT—Terence Longdon, Jennifer Jayne—English
- MASTER SPY—Steven Murray, June Thorburn—English
- NEVER PUT IT IN WRITING—Pat Boone, Milo O'Shea
- PARTY, THE—Carol Lynley
- TRAIN 349 FROM BERLIN—Jose Ferrer, Sean Flynn, Nicole Courcel

### AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
- 819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- COMMANDO—MD-98m.—Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
- ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- 807 FREE, WHITE AND 21—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a glimmick
- 812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
- MUSCLE BEACH PARTY—CMU-94m.—(PV; C)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
- 813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
- 804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
- TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- 809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
- 805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

### TO BE REVIEWED

- BLACK SABBATH—(EC)—Boris Karloff
- CALIFORNIA—Jock Mahoney
- CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made
- EVIL EYE—John Saxon, Leticia Roman

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- |   |         |
|---|---------|
| Advance To The Rear . . . . .             | MGM     |
| Act One . . . . .                         | A2 WB   |
| Adorable Julie . . . . .                  | For.    |
| All Of Me . . . . .                       | Misc.   |
| All The Way Home . . . . .                | A2 Par. |
| Alone Against Rome . . . . .              | For.    |
| America, America . . . . .                | A3 WB   |
| • Americanization of Emily, The . . . . . | MGM     |
| • Amok . . . . .                          | Fox     |
| • And Suddenly It's Murder . . . . .      | A2 For. |
| Any Number Can Win . . . . .              | A2 MGM  |
| • Ape Woman, The . . . . .                | Emb.    |
| • Aphrodite, Goddess Of Love . . . . .    | Emb.    |
| Atom Age Vampire . . . . .                | For.    |
| Auntie Mame—Re. . . . .                   | A3 WB   |

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular Issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Table listing movies under section B with ratings like A3, A1, UA, etc.

C

Table listing movies under section C with ratings like A3, A2, UA, etc.

D

Table listing movies under section D with ratings like A2, A1, UA, etc.

E

Table listing movies under section E with ratings like A4, A4, C, etc.

F

Table listing movies under section F with ratings like Col., AI, Par.

FEAR—Boris Karloff
GOLIATH AND THE ISLAND OF VAMPIRES—(S; C)—Gordon Scott
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—interesting Disney presentation

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made
DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; C)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made

COMING FEATURES IN ORDER OF RELEASE

April PSYCHE 59—Curt Jurgens, Patricia Neal
June HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon
June LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
CONGO VIVO—Jean Sebastian, Bachir Toure
EAST OF SUDAN—(TC)—Anthony Quate, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy

EMBASSY

8 1/2—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Medlocre import—English-made  
 WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration  
 YESTERDAY, TODAY AND TOMORROW—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles

COMING

APE WOMAN, THE—Ugo Tognazzi, Annie Girardot—Italian  
 BEAR, THE—Renato Rascal, Francis Blanche  
 APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey  
 CONTEMPT—(WS; C)—Brigitte Bardot, Jack Palace—French  
 HOUSE IS NOT A HOME, A—Shelley Winters, Ralph Taeger, Robert Taylor  
 PASSIONATE THIEF, THE—Anna Magnani  
 YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French  
 LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle  
 LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo  
 THREE PENNY OPERA—Curt Jurgens, June Ritchie  
 GHOST AT NOON—(C)—Brigitte Bardot, Jack Palace  
 ONLY ONE NEW YORK—Documentary  
 ZULU—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

ADVANCE TO THE REAR—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
 5421 ANY NUMBER CAN WIN—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles  
 326 CAPTAIN SINDBAD—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad  
 331 CATTLE KING—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
 CHILDREN OF THE DAMNED—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
 DAY AND THE HOUR, THE—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
 327 DRUMS OF AFRICA—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program  
 FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles  
 330 FLIPPER—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment  
 GLADIATORS SEVEN—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.  
 GLOBAL AFFAIR, A—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
 401 HAUNTING, THE—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
 HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
 406 HOOTENANNY HOOT—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze  
 325 IN THE COOL OF THE DAY—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-29-63)—Fairly interesting romance  
 KISSIN' COUSINS—CMU-96m.—(MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
 MAIL ORDER BRIDE—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
 307 MAIN ATTRACTION, THE—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy  
 403 MURDER AT THE GALLOP—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English  
 355 MUTINY ON THE BOUNTY—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
 NIGHT MUST FALL—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made  
 PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden  
 RHINO!—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa  
 324 RIFIFI IN TOKYO—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan  
 SEVEN FACES OF DR. LAO—FAN.-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
 328 SLAVE, THE—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English  
 SQUARE OF VIOLENCE—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
 SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes  
 TAMAHINE—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
 333 TARZAN'S THREE CHALLENGES—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad  
 334 TICKLISH AFFAIR, A—AC-89m.—(PV; MC)—Shirley Jones, Gic Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy aimed at family audiences  
 409 TWILIGHT OF HONOR—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults  
 TWO ARE GUILTY—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles  
 404 WHEELER DEALERS, THE—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce  
 336 YOUNG AND THE BRAVE, THE—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer  
 402 V.I.P.'s THE—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

COMING FEATURES IN ORDER OF RELEASE

VICE AND VIRTUE—Catherine Daneyve, Annie Girardot, Robert Hasseln  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast  
 Mar. MGM'S BIG PARADE OF COMEDY—Compilation  
 May GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta

COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas  
 FLIPPER'S NEW ADVENTURE—(MC)—Brian Kelly, Helen Cherry  
 GOLD FOR THE CAESARS—(C)—Jeffrey Hunter  
 GUNFIGHTERS AT CASA GRANDE—Alex Nicol  
 HERCULES, SAMSON, AND ULYSSES—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
 HONEYMOON HOTEL—(CS)—Robert Goulet, Nancy Kwan  
 LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton  
 LOVE CAGE—Jane Fonda, Alan Delon  
 MURDER MOST FOUL—Margaret Rutherford, Terry Scott  
 NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr  
 OF HUMAN BONDAGE—Kim Novak, Laurence Harvey  
 OUTRAGE, THE—(PV)—Paul Newman, Claire Bloom, Laurence Harvey  
 POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley  
 QUICK, BEFORE IT MELTS—(PV; MC)—Robert Morse, Anjanette Comer  
 SANDOKAN, THE GREAT—(WS; TC)—Steve Reeves  
 SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman  
 SMOG—(WS)—Annie Girardot, Renato Salvatore

Family Diary ..... A2 MGM  
 Fantasia—Re. .... A2 BV  
 Farewell To Arms, A—Re. .... B Fox  
 • Fate Is The Hunter ..... B Fox  
 • Father Goose ..... U  
 • FBI Code 98 ..... AI WB  
 • Fear ..... A-I  
 Fiances, The ..... A2 For.  
 55 Days At Peking ..... AI AA  
 • Finest Hours, The ..... Col.  
 Fire Within, The ..... For.  
 • First Men In The Moon ..... Col.  
 Flight From Ashiya ..... A3 UA  
 Flipper ..... AI MGM  
 • Flipper's New Adventure ..... MGM  
 For Love Or Money ..... B U-I  
 • For Those Who Think Young ... A3 UA  
 Four For Texas ..... B WB  
 Free White and 21 ..... B A-I  
 From Russia, With Love ..... B UA  
 Fun In Acapulco ..... A3 Par.  
 Fury at Smuggler's Bay ..... A2 Emb  
 Fury Of The Pagans ..... A2 Col.

G

Gathering Of Eagles, A ..... AI U-I  
 • Ghost At Noon ..... Emb.  
 Giant Of Metropolis, The ..... For.  
 Gidget Goes To Rome ..... AI Col.  
 Given Word, The ..... For.  
 Glass Cage, The ..... Misc.  
 Gladiators Seven ..... A-I MGM  
 Global Affair, A ..... A3 MGM  
 • Gold For The Caesars ..... MGM  
 • Golden Arrow, The ..... MGM  
 • Goldfinger ..... UA  
 • Goliath And The Island Of  
 Vampires ..... AI A-I  
 Gone Are The Days ..... A2 Misc.  
 • Goodbye Charlie ..... Fox  
 • Good Neighbor Sam ..... Col.  
 • Good Soup, The ..... C For.  
 Grand Olympics, The ..... For.  
 • Graveside Story, The ..... A-I  
 • Great Race, The ..... WB  
 • Greatest Story Ever Told, The .. UA  
 Guest, The ..... A3 For  
 Gunfight At Comanche Creek .. A3 AA  
 Gunfight At The Ok  
 Corral—Re. .... B Par.  
 • Gunfighter At Casa Grande .... MGM  
 • Gun Hawk, The ..... B AA  
 • Guns At Batasi ..... Fox

H

Harbor Lights ..... A2 Fox  
 Haunted Palace ..... A2 A-I  
 Haunting, The ..... A2 MGM  
 He Rides Tall ..... B U  
 • Hercules, Samson And Ulysses .. MGM  
 • Hey There, It's Yogi Bear ..... Col.  
 • Hide And Seek ..... A2 U  
 High And Low ..... For.  
 • Honeymoon Hotel ..... MGM  
 Hootenanny Hoot ..... A2 MGM  
 • Horror Of It All, The ..... Fox  
 Horror Of Party Beach, The .... B Fox  
 House Of The Damned ..... A2 Fox  
 • House Is Not A Home, A ..... Emb.  
 • How To Murder Your Wife ..... UA  
 How The West Was Won ..... AI MGM  
 Hud ..... A3 Par.

I

• I'D Rather Be Rich ..... U  
 • I Love, You Love ..... C Col.  
 Incredible Journey, The ..... AI BV  
 In The French Style ..... A3 Col.  
 In The Cool Of The Day ..... B MGM  
 • Incredible Mr. Limpet, The .... AI WB  
 Intimate Diary Of Artists'  
 Models ..... Misc.  
 Invincible Gladiator, The ..... For.  
 • Invitation To A Gunfighter .... UA  
 Invitation To Murder ..... For.  
 Irma La Douce ..... B UA  
 • Island Of The Blue Dolphins .. AI U  
 • It's Alive ..... AI  
 It's A Mad, Mad, Mad, Mad  
 World ..... AI UA

J

Jason and the Argonauts ..... AI Col.  
 • John Goldfarb, Please Come  
 Home ..... Fox  
 Johnny Cool ..... B UA  
 Just For Fun ..... A2 Col.



# UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 BEAUTY AND THE BEAST—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
- BEST MAN, THE—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
- BIG RISK, THE—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
- 6314 CALL ME BWANA—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
- 6315 CARETAKERS, THE—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6404 CEREMONY, THE—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
- 6207 CLOWN AND THE KID, THE—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- COURT MARTIAL—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
- 6408 FLIGHT FROM ASHIYA—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht
- 6407 FROM RUSSIA WITH LOVE—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
- 6313 IRMA LA DOUCE—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
- 6401 IT'S A MAD, MAD, MAD, MAD WORLD—C-167m. plus Intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
- 6319 JOHNNY COOL—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrslaw
- 6402 KINGS OF THE SUN—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
- 6405 LADYBUG, LADYBUG—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
- 6321 LILIES OF THE FIELD, THE—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6322 MC LINTOCK—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
- 6320 MY SON, THE HERO—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6406 ONE MAN'S WAY—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
- 6403 PINK PANTHER, THE—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
- 6323 STOLEN HOURS—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6226 THIRD OF A MAN—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- 781 TOM JONES—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
- 6316 TOYS IN THE ATTIC—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 TWICE TOLD TALES—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6411 WORLD OF HENRY ORIENT, THE—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

## COMING FEATURES IN ORDER OF RELEASE

- June FOR THOSE WHO THINK YOUNG—(TS; TC)—James Dar
- June 633 SQUADRON—(PV; C)—Cliff Robertson, George Chakrila—Mirisch

## COMING

- BEATLES, THE—The Beatles—English-made
- DUBIOUS PATRIOTS, THE—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- GOLDFINGER—(TC)—Sean Connery, Honor Blackman—Eun—English-made
- GREATEST STORY EVER TOLD, THE—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- HOW TO MURDER YOUR WIFE—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
- INVITATION TO A GUNFIGHTER—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- KISS ME, STUPID—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch
- MISTER MOSES—(PV; C)—Robert Mitchum, Carroll Baker—Ross
- ONE WAY PENDULUM—Eric Sykes, Julia Foster—English-made
- SATAN BUG, THE—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
- SEVENTH DAWN, THE—William Holden, Susannah York—Holdean
- SHOT IN THE DARK, A—(PV; C)—Elke Sommer, Peter Sellers—Mirisch
- TOPKAPI—Melina Mercouri, Peter Ustinov, Maximilian Schell—Filmways
- TRAIN, THE—Burt Lancaster, Jeanne Moreau
- WOMAN OF STRAW—(C)—Gina Lollobrigida, Sean Connery

# UNIVERSAL

## DISTRIBUTED DURING THE PAST 12 MONTHS

- BRASS BOTTLE, THE—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
- CAPTAIN NEWMAN, M.D.—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angle Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
- CHALK GARDEN, THE—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
- CHARADE—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6320 DARK PURPOSE—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
- DREAM MAKER, THE—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
- 6319 FOR LOVE OR MONEY—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6313 GATHERING OF EAGLES, A—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
- HE RIDES TALL—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
- HIDE AND SEEK—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
- 6314 KING KONG VS GODZILLA—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
- 6318 KISS OF THE VAMPIRE—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6312 LANCELOT AND GUINEVERE (SWORD OF LANCELOT)—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
- 6315 LIST OF ADRIAN MESSENGER, THE—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
- MAN'S FAVORITE SPORT?—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
- RAIDERS, THE—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
- SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE
- 6311 TAMMY AND THE DOCTOR—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry
- YOUNG AND WILLING—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made

## P

- Palm Springs Week-End ..... B WB
- Panic Button ..... For.
- Paris Pick-Up ..... Par.
- Party, The ..... AA
- Paris When It Sizzles ..... A3 Par.
- Passionate Thief, The ..... A3 Emb.
- Patsy, The ..... Par.
- Payroll ..... B AA
- Pink Panther ..... A3 UA
- Playboy ..... Col.
- Play It Cool ..... A2 AA
- Play It Cooler ..... Col.
- Point Of Order ..... A2 Misc.
- Police Nurse ..... A3 Fox
- Postman's Knock ..... MGM
- Prize, The ..... A3 MGM
- Psyche 59 ..... B Col.
- Psychomania ..... Misc.
- Pumpkin Eater, The ..... Col.
- Pyro ..... A3 A-I

## Q

- Quick, Before It Melts ..... MGM
- Quick Gun, The ..... A2 Col.

## R

- Raiders, The ..... A1 U
- Rampage ..... B WB
- Reach For Glory ..... Col.
- Red Lips ..... For.
- Rhino ..... MGM
- Ride The Wild Surf ..... Col.
- Riffi In Tokyo ..... A3 MGM
- Rio Conchos ..... Fox
- Robin And The 7 Hoods ..... A2 WB
- Robinson Crusoe On Mars ..... Par.
- Rock-A-Bye Baby—Re. .... A1 Par.
- Roustabout ..... Par.
- Running Man, The ..... A3 Col.

## S

- Samson And The Slave Queen .. A1 A-I
- Sandokan, The Great ..... MGM
- Satan Bug, The ..... UA
- Savage Sam ..... A1 BV
- Secret Door, The ..... A2 AA
- Send Me No Flowers ..... U
- Senilita ..... Col.
- Servant, The ..... For.
- Seven Days In May ..... A2 Par.
- Seven Faces Of Dr. Lao, The ... A1 MGM
- Seventh Dawn, The ..... UA
- Seventh Juror, The ..... For.
- Sex And The Single Girl ..... WB
- Shock Corridor ..... B AA
- Shock Treatment ..... A2 Fox
- Shot In The Dark, A ..... UA
- Siege Of The Saxons ..... A1 Col.
- Signpost To Murder ..... MGM
- Silence, The ..... C For.
- 633 Squadron ..... UA
- Skydivers, The ..... Misc.
- Slave, The ..... A2 MGM
- Slims People, The ..... Misc.
- Smog ..... MGM
- Soldier In The Rain ..... B AA
- Some People .. A-I
- Son Of Captain Blood, The ... A1 Par.
- Sound Of Laughter, The ..... Misc.
- Sound Of Music, The ..... Fox
- South Pacific-RE. .... A3 Fox
- Square Of Violence ..... A2 MGM
- Stage To Thunder Rock ..... A2 Par.
- Stark Fear ..... Misc.
- Stolen Hours ..... A2 UA
- Strait-jacket ..... A3 Col.
- Strange Bedfellows ..... U
- Strangler, The ..... B AA
- Stripper, The ..... B Fox
- Summer Holiday ..... A1 A-I
- Summer Magic ..... A1 BV
- Summer Place—Re. .... B WB
- Sunday In New York ..... B MGM
- Sunswept ..... For.
- Surf Party ..... A1 Col.
- Swingin' Malden, The ..... A1 BV
- Sword And The Stone ..... A2 Fox
- Sword Of Lancelot (See Lancelot And Guinevere) .....



# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- ADORABLE JULIA**—C—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films
- ALONE AGAINST ROME**—MD-100m.—(TC, Totalscope)—Jefferies Lang, Rosanna Podesta—5135 (2-19-64)—Elaborate Italian-made spectacle—Italian-made; English titles—Medallion
- AND SUDDENLY IT'S MURDER**—C-90m.—(CS)—Alberto Sordi, Dorian Gray, Vittorio Gassman—5135 (2-19-64)—Amusing import—Italian-made; English titles and dialogue—Royal Films Int.
- ATOM AGE VAMPIRE**—MD—87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz
- BANDITS OF ORGOSOLO**—D-98m.—Michele Cossu, Peppedu Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountainfolk—Italian-made; English titles—Pathe Contemporary
- BANDITS ON THE WIND**—MD-113m.—(Tohoscope)—Yosuke Natsuki—5135 (2-19-64)—Entertaining Japanese western—Japanese-made; English titles—Toho
- BILLY LIAR**—D—96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.
- BREAK, THE**—D-80m.—William Lucas, Tony Britton, Eddle Byrne—5135 (2-19-64)—Fast moving import—English-made—Union
- CHALLENGE TO LIVE**—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho
- CRY DOUBLE CROSS**—MD-65m.—Hardy Kruger—5123 (1-8-64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures
- DIE FLIEDERMAUS**—MUC-107m.—(EC)—Peter Alexander, Marianne Cook—5138 (2-19-64)—Entertaining musical based on Johann Strauss operetta—German-made; English titles—Casino
- DOLL, THE**—D-100m.—Per Oscarsson—5138 (2-19-64)—Off-beat art house entry—Swedish-made; English titles—Kanawha Films
- DOULOS THE FINGER MAN**—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary
- FIANCES, THE**—D-84m.—Carlo Cibrini, Anna Canzi—5138 (2-19-64)—Fair import—Italian-made; English titles—Janus
- FIRE WITHIN, THE**—D-110m.—Maurice Ronet, Lena Skerla—5138 (2-19-64)—Fair import—French-made; English titles—Gilbralter
- GIANT OF METROPOLIS, THE**—MD—92m.—(C)—Gordon Mitchell—5123 (1-8-64)—Interesting science fiction melodrama—Italian-made; dubbed in English—Seven Arts
- GIVEN WORD, THE**—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed in Brazil; English titles—Liores
- GRAND OLYMPICS, THE**—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times
- GUEST, THE**—D-105m.—Alan Bates, Donald Pleasance, Robert Shaw—5138 (2-19-64)—Interesting drama—English
- HIGH AND LOW**—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles—Continental
- INVINCIBLE GLADIATOR, THE**—MD—96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-8-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts
- INVITATION TO MURDER**—MD—65m.—Robert Beatty—Okay private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures
- KNIFE IN THE WATER**—D—95m.—Leon Niemczyk, Jolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LADIES WHO DO**—C—85m.—Peggy Mount, Robert Morley—5123 (1-8-64)—Mildly amusing entry—English-made; Continental
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MISTRESS FOR THE SUMMER, A**—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films
- MODERATO CONTABILE**—D—95m.—Jeanne Moreau, Jean-Paul Belmonde—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.
- MY SON THE VAMPIRE**—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-18-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.
- NIGHT WATCH, THE**—D—118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion
- NO, MY DARLING DAUGHTER**—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.
- OF WAYWARD LOVE**—COMP.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary
- OF WOMEN AND PLEASURES**—COMP.-116m.—(CS)—Michel Simon, Dany Saval, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed in English—Union
- PANIC BUTTON**—C-90m.—(Totalscope)—Maurice Chevalier, Jayne Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates
- RED LIPS**—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.
- SERVANT, THE**—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering is unpleasant but fascinating—Landau Company—English-made
- SEVENTH JUROR, THE**—D-90m.—Bernard Blier, Daniele DeLorme—5139 (2-19-64)—Well-made murder drama—French-made; English titles—Trans-Lux
- SILENCE, THE**—D-95m.—Ingrid Thulin, Gunnel Lindholm—5139 (2-19-64)—Adult, off-beat Ingmar Bergman entry will cause talk—Swedish-made; English titles—Janus
- SUNSWEPT**—NOV-65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.
- THERESE**—D—107m.—Emmanuele Riva, Philippe Nolret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe
- TO BED—OR NOT TO BED**—CD—103m.—Alberto Sordi—5127 (1-22-64)—Well made import—Italian-made; English titles—Continental
- TOUCH OF HELL, A**—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair Import—English-made—Governor Films
- WAR OF THE BUTTONS, THE**—CD-92m.—Jacques Duffilho, Yvette Etievant—5124 (1-8-64)—Amusing entry for art spots—French-made; English titles—Bronston
- WITCH'S CURSE, THE**—FAN-79m.—(C)—Kirk Morris—5139 (2-19-64)—Strictly for the dualers—Italian-made; dubbed in English—Medallion

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**UNITED ARTISTS – LOPERT PICTURES**

MOTION PICTURE

# EXHIBITOR

APRIL 29, 1964

Volume 71

Number 18

IN THREE SECTIONS • THIS IS SECTION ONE



## ITOA Opposes "Showcase" Plan

(See Page 61)

## Academy Awards— Then And Now

(See Page 161)

Sam Spiegel, whose credits include "African Queen," "Bridge on the River Kwai," and "Lawrence of Arabia," among others, is most recent winner of the Irving Thalberg Award, presented by the Academy of Motion Picture Arts and Sciences and emblematic of production excellence.

**"THE UNSINKABLE MOLLY BROWN"** . . . see page 25

**THE GREATEST ADVENTURE SINCE M**



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# 633

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Volume 71 • No. 16

APRIL 29, 1964

## DEAR UNCLE JAY . . .

THERE ARE TIMES when one loses sight of the fact that the industry we know from the inside out may look quite a bit different from the outside in. That is the reason it does so much good for the industry to meet the public whenever and wherever it can. That is also why it pays to listen to the views of one's friends and relatives who have no official connection with motion pictures except for the fact that they like to go to the movies.

We received the following letter from a relative, and it strikes us that it is a point of view that merits consideration. Here is what the young lady had to say:

*"Dear Uncle Jay: Going to the movies has been a habit in the past (the once-a-week movie) and movies have been dominant in one's daily thinking—or rather, activities. This has worked for the industry since no one has to remind people to go to the movies.*

*"However, I've been much disturbed by the fact that the neighborhood theatres are now charging \$1.75. I'm afraid others will react as I do.*

*"It was a rainy night last week and I thought it would be enjoyable to see a film. When I got to the ticket window I changed my mind when I saw the \$1.75. In the past three years, I believe it is, the admission has gone from \$1.00 to \$1.75. My first reaction was that I'll have to give up movies and just forget about them except when that real good one*

*comes along every few months. My second reaction was that movies were a habit and that the industry couldn't find a better way of breaking the movie habit than by making it harder for people to go.*

*"After all, \$1.75 makes one reconsider and will keep me and a lot of people home at their TV sets or doing other more worthwhile things. A fellow can take his girl out for a few drinks for the same cost as a trip to the movies.*

*"The main thing is that the movie habit is being broken. Sure, some theatres get \$2.00 in the midtown area. However, movies are a mass media, and I'll be amazed if the industry will get along on the patronage of the few.*

*"The industry is so obviously trying to run itself out of business, I had to give you my reaction in the hope you'll have some influence. I would hate to see the movies diminish in quality and disappear from the scene."*

Now all of us inside the industry know about "Showcase" runs, and product shortages, and high rental terms, and "must" percentage pictures, and things like that. It would pay us to remember every now and then, however, that these things are generally meaningless to the public, who must support the industry with their boxoffice dollars if it is to survive.

Let's not take the opinions of our patrons too lightly, or we may lose them. If they disappear, so do we.

## LIFE BEGINS AT 40

COLUMBIA PICTURES is going all out to prove that the fellow who said, "Life begins at 40," knew what he was talking about. Forty years in any business is a long time. In an industry as mercurial as motion pictures, it is doubly impressive.

Last week, Columbia personnel gathered in Chicago to discuss sales and promotion plans for the company's forthcoming productions. These discussions also had considerable meaning for exhibitors. Rube Jackter, who knows everything worth knowing about selling film, disclosed that the company would release at least 15 top-grade features to theatres by the end of 1964. Bob Ferguson, who knows everything worth knowing about promoting film, said that each film would be backed with a tailor-made campaign geared to win the maximum public interest and acceptance.

Coming up this summer are "GOOD NEIGHBOR SAM," "THE NEW INTERNS," "THE LONG SHIPS," "HEY THERE, IT'S YOGI BEAR," "BRIDGE ON THE RIVER

KWAI" (general release), "RIDE THE WILD SURF," "DEVIL SHIP PIRATES," and "CRIMSON BLADE."

Scheduled for fall and winter are "BEHOLD A PALE HORSE," "LILITH," "FAIL-SAFE," "THE TRAVELING LADY," "THE PUMPKIN EATER," "THE THREE STOOGES MEET THE GUNSLINGER," and "MAJOR DUNDEE." Remember now, that just takes care of the rest of 1964.

Currently in production and on the drawing boards are a host of other impressive productions for next year and even beyond. The theatregoer who can't find plenty in this lineup to suit his particular tastes just isn't trying. The exhibitor who doesn't share Columbia's pride in the business and confidence in the future just doesn't have the facts.

From here, it looks like Columbia is launching its second 40 years in grand style. They have the product, and they know how to sell and promote it. That's a fine formula for success.

## WELL DONE, 20TH-FOX

ELSEWHERE IN THIS ISSUE is a news story which gives the details of a suit filed by 20th-Fox for \$50,000,000 against Elizabeth Taylor and Richard Burton. We have no idea how the case will come out, but we commend Fox for taking the step. It is time this industry took steps to curb the extravagant behavior and destructive actions of a few personalities who give everyone connected with motion pictures a black eye as far as the public is concerned.

This is a time that cries for constructive thought and positive action, and no one is so big or so important that they can flaunt all laws of decent behavior and business sense and go unpunished.

This question goes beyond dollars and cents. If the industry is to grow and prosper, it needs the respect of the public. Some personalities have forfeited their right to that respect.

# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A daughter, **Claudia Henny**, was born to Mr. and Mrs. Merv Bloch at Doctor's Hospital, New York. Father is a member of Paramount Pictures' advertising-publicity department.

Mr. and Mrs. **Ely Landau** are the parents of a girl born in Mt. Sinai Hospital, New York. Landau is the president of the Landau Company, motion picture producers and distributors.

### Obituaries

**SAMUEL N. BURGER**, MGM sales agent in the Near and Far East, Australia and Africa, died at his New York City home after a brief illness. A nephew of Nicholas M. Schenck and Joseph M. Schenck, he joined MGM's sales department in 1924. Before that he was with First National Pictures and Paramount. He is survived by his widow, a daughter and three sisters.

**DEANCIS STILLMAN (GUS) FARNEY**, 62, noted Utah organist, passed away at his home of a heart attack. He recently recorded three albums for Warner Brothers in Salt Lake City. During the silent movies era, he played for theatre chains in the western states.

**MRS. MARY JEAN FRANK**, 31, wife of David Frank, owner, Park, Augusta, Mich., died in a Plainwell hospital after a lengthy illness. Besides her husband, she is survived by her mother, a brother and two sisters.

**AUTHOR BEN HECHT**, 70, died in New York City of a heart attack. He recently completed story and lyrics for a musical show, "Chicago," for which a pre-Broadway opening is planned for next January.

### B&K Shares Earns \$2.90

**CHICAGO**—Balaban and Katz announced at its annual stockholders' meeting that net earnings after taxes for 1963 were \$726,069, or \$2.90 per share. This compares with \$846,235, or \$3.22 per share in 1962.

The company also reported that it had not renewed the lease on the Howard; had sold the Terminal Theatre property; and had closed and was wrecking the Tivoli and Marbro.

A long term lease has been entered into for a new theatre being constructed on land adjoining the Oakbrook Shopping Center in Dupage County, Ill.

All present directors of the company were reelected.

### Allied Moves Board Meet

**DETROIT**—The spring board meeting of National Allied, previously scheduled for Pittsburgh May 22-24, will be held instead three weeks earlier, May 1-3 at the Sheraton Cadillac Hotel, Detroit.

No agenda has been made public. It may be surmised, with many urgent matters pending, that these and the recent meeting with TOA officials rate top priority.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., APRIL 27

### Joe Levine's Showmanship

**Joe Levine** jabbed more showmanship into the motion picture industry when he started to release "Hercules" by throwing a luncheon at the Waldorf Astoria for over 1,000 people with three bands and all the hoopla Joe has become famous for, at a cost of over \$100,000.

This time the jab came in the form of an 80 page advertisement in the well known trade paper Variety in two colors. We're still scratching our head trying to remember any other distributor creating interest in his product with such enthusiasm as this.

Naturally, Variety is to be complimented, and we wish it was us, too!

—JAY EMANUEL

### FCC To Hear Committee On Pay-TV Issue

**NEW YORK**—The Joint Committee Against Pay TV has been granted permission to present its views on pay television to the Federal Communications Commission when the FCC Pay TV committee evaluates the developments to date. Philip F. Harling, chairman of the Joint Committee, reported yesterday that E. William Henry, chairman of the FCC, had responded favorably to the Joint Committee's request.

Last November, the FCC appointed a committee, consisting of Lee Loevinger, Kenneth A. Cox and Robert E. Lee, to closely follow and evaluate developments in the field of Pay TV and to inform the entire FCC on its findings. In a letter to Henry on April 7, Harling stated that because of "our opposition to Pay TV for the past 10 years, we believe that we obtained a good deal of knowledge and information on the subject.

"Of course we realize," he continued, "that the Pay TV committee of the FCC is composed of members of the Commission only, but we, nevertheless, would like to have an opportunity as amicus curie to submit a memorandum, for we believe we could be informative in many areas which are in dispute."



Shown conducting a recent press conference at Allied Artists' home office in New York on the A.C.E.-Philip Yordan production, "The Thin Red Line," are (L to R) Edward Morey, AA vice president; Nat Nathanson, assistant general sales manager; and Ernest Sands, sales manager.



## BROADWAY GROSSES

### Music Hall Opens Strong

**NEW YORK**—Radio City Music Hall, with United Artists' "The Pink Panther," opened strong while the other Broadway spots had average business with night receipts boosted by World's Fair crowds.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"**PARIS WHEN IT SIZZLES**" (Paramount). Paramount claimed the third, and final, week was \$15,000.

"**THE PINK PANTHER**" (UA). Radio City Music Hall, with stage show, opened to \$110,000 for Thursday through Sunday, with the first session strong at \$170,000.

"**THE FALL OF THE ROMAN EMPIRE**" (Paramount). DeMille reported the fifth week as \$20,000.

"**IT'S A MAD, MAD, MAD, MAD WORLD**" (UA-Cinerama). Warner Cinerama garnered \$26,365 for the 23rd week.

"**FROM RUSSIA WITH LOVE**" (UA). Astor reported \$19,000 for the third week.

"**DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB**" (Columbia). Victoria claimed \$17,000 for the 12th week.

"**SEVEN DAYS IN MAY**" (Paramount). Criterion stated the 10th week was \$11,500.

"**CLEOPATRA**" (20th-Fox). Rivoli did \$15,000 on the 42nd week.

"**FLIGHT FROM ASHIYA**" (UA). RKO Palace garnered \$15,000 on the opening week.

"**BECKET**" (Paramount). Loew's State announced that the seventh week was \$29,000.

### Vleck New NG Field Head

**BEVERLY HILLS** — Joe Vleck has been named director of field relations in the advertising-promotion-exploitation department of National General Corporation, it was announced by Robert G. Sweeten, department head.

Vleck's new and expanded duties are part of NGC's plan to broaden liaison within the far-flung circuit, Sweeten said.

Vleck, a veteran of 18 years with Fox Inter-Mountain and Fox West Coast Theatres, is a graduate of the University of Denver School of Theatre and the College of Business Administration. Prior to coming to the West Coast in 1962, he served in advertising-promotion and buying and booking of foreign films in NGC's Fox Inter-Mountain division.

### Minsky Memorial Planned

**PHILADELPHIA**—The Sportsmen's Club of The City of Hope, Duarte, Cal., is conducting a Joseph Minsky Memorial Fund to perpetuate his name by purchasing a piece of medical equipment needed for research to combat heart disease at the medical center and to be dedicated in his honor.

Joseph Minsky was the brother of Howard Minsky, of Cinerama; and Ted Minsky, with Stanley Warner in California.

Hal Marshall, Nathan Horrow and Manuel Frome are co-chairmen of the Joseph Minsky Memorial Fund.

# ITOA Wants Showcase Ended

**Leaders Say Attorney Gen. Must Recognize Illegality; Say Stand On Regulatory Measures May Be Switched**

NEW YORK — The Independent Theatre Owners Association of New York is not changing its stand and will continue its campaign to end the present system of showcase runs until they are stopped, according to Harry Brandt, ITOA president, and Max A. Cohen, board chairman.

It is also premature to report that the government has adopted a hands-off policy in reply to exhibitor complaints on "Showcases," they reported. ITOA, in a recent resolution, declared that the showcase pattern of distribution in the metropolitan area was harmful and destructive in its effect upon independent exhibition.

In preliminary replies, the association leaders acknowledged the Justice Department has indicated that there is "nothing inherently illegal" with licensing pictures for first run exhibition in a substantial number of theatres instead of restricting its exhibition to one or two houses.

There is no argument here, they added, but when showcase selling plans are proven to have no standards, or when the standards are changed to suit different circumstances or different customers and unfairly deprives theatre owners of established runs and clearances, then the Attorney General must recognize basic discrimination and illegality.

The ITOA will be meeting with representatives of the Department of Justice "within the month" to present the overall situation, Brandt and Cohen revealed.

They indicated there are areas in which ITOA is presently in disagreement with the government's position, as typified by the actions of the Department of Justice on blind bidding.

Many of the members of the ITOA have reached the stage where they feel that meetings with sales executives offer no remedies, the organization officials declared. "It is indeed possible that this association, which has fought regulatory legislation, will now have to proceed with regulatory regulation as the lesser of two evils," they concluded.

## Pay TV Apartment Bid

HARTFORD—RKO General Inc., operating America's first over-the-air subscription tv experiment via Hartford's WHCT-TV, is launching another target test area.

A station spokesman disclosed that residents in an East Hartford apartment block have been contacted for subscriptions.

For those taking the service, the apartment house management will pick up individual installation fees (\$5 instead of \$10 if more than 25 decoders are installed) and monthly rental fee of \$3.25. Only cost for resident families will be individual program charges.

The upcoming plan is comparable to that enjoyed by downtown Hartford hotel customers. Management pays basic costs, patrons pay for what they see.

The apartment project is designed solely to test the areas and methods of operation through which subscription tv can be easily expanded. Of the more than 50 resident units, 14 indicated acceptance within 48 hours.

## Subscription TV Head Says N. Y. and East Coast Are Next

WILMINGTON, DEL. — Sylvester L. (Pat) Weaver, Jr., president, Subscription Television, Inc., told the company's first stockholders' meeting of expansion plans calling for its spread from California, where it seeks to get started, to New York and the East Coast.

He said, "As to California, we have over 3,000 orders for service in only two weeks of selling effort and by the opening of operations we should have extended the service to 10 to 12,000 homes."

He added, however, that "one more blow of any kind would delay our planned opening of operations on July 1."

Weaver discussed the fight against his company's operation in California and said it came from exhibition, and not motion picture production.

In addition to Weaver, the entire STV board was reelected.

## ABC-Para. Earnings Up; See Added Improvement

NEW YORK—Net earnings from operations of American Broadcasting-Paramount Theatres, Inc. for the first quarter of 1964 were \$2,865,000 or 63 cents a share, an increase of 20 per cent over the \$2,389,000 or 52 cents a share for the same 1963 period, Leonard H. Goldenson, President, reported.

Earnings including capital gains were \$2,983,000 or 65 cents a share compared with \$2,512,000 or 55 cents a share for last year's first quarter.

Goldenson said the 20 per cent increase in earnings reflects "an increased audience reception of our 1963-64 broadcasting schedules, the recent reduction in Federal tax rates and an improvement in our theatre operations."

"Based on present indications," Goldenson stated, "we can expect that the improvement in earnings will continue during the second quarter of this year."

Goldenson noted that recent audience measurements of ABC-TV's prime evening time schedule place the network in second place in those markets where the three national networks have equal competitive facilities.

Goldenson also reported that AB-PT successfully launched a new activity in another entertainment medium—the legitimate theatre—just a few weeks ago. The company has a substantial interest in one of the Broadway season's newest musicals "High Spirits," starring Beatrice Lillie and Tammy Grimes.

"The return on this investment should be further enhanced by the original Broadway cast album to be released by a subsidiary, ABC-Paramount Records, Inc.," he said.

## Stern Retires From MCA

HOLLYWOOD—George Stern, Revue vice-president who was one of the three founders of Revue Productions in 1950, retired after 18 years with MCA.

Stern's immediate plans include an extended global trip before returning to Hollywood to enter independent production.

## Paul Lazarus Now Heading Pay TV Film Programming

NEW YORK—Paul N. Lazarus, Jr., long active in the motion picture field, has been elected a vice president of STV Programs, Inc., the wholly owned subsidiary of Subscription Television, Inc., it was announced by Sylvester L. (Pat) Weaver, Jr., STV president, following the April Board of Directors meeting here.

In making the announcement, Weaver said Lazarus will devote his efforts to implementing the motion picture programming plans to STV, scheduled to start operations on the West Coast July 1st.

Lazarus will be active in the development, procurement, and programming of motion picture entertainment for the subscription tv system.

Weaver said that Lazarus' new post rounds out the major areas of programming for Subscription Television's operations. STV's sports programming is headed by Tom Gallery, who for eleven years was in charge of NBC-TV's sports programming department, while in the cultural area, STV has signed Sol Hurok as program adviser and recruiter of talent for shows.

In addition, educational, legitimate theatre, and other entertainment and coverage attractions are handled by a program executive group which includes Lew Marcy in New York and Merritt Barnum in California.

Weaver said "We are indeed delighted to have Lazarus in our company—an executive with thirty-one years of experience in the motion picture field. His area of operations will include discussions and negotiations with top level executives in the film industry."

He will make his headquarters in the New York offices of Subscription Television at 60 East 56th Street.

Lazarus joins STV Programs, Inc., following a brief period as an independent film producer. Filming of "The Report: Teen-Agers and Sex," a motion picture now in production, will not be affected by his new post.

In 1962 Lazarus joined Samuel Bronston Productions as executive vice president. From 1950 to 1962, he was with Columbia, and prior to that, from 1943 to 1950, he was director of advertising and publicity and executive assistant to the president of United Artists.

From 1933 to 1942 he served in a variety of advertising and promotional areas for Warner Brothers.

## Embassy Ups Steisel

NEW YORK—Lou Steisel was promoted to assistant general sales manager of Embassy Pictures Corp., it was announced by D. J. Edele, general sales manager.

Steisel, who has been Embassy's Western and Metropolitan New York sales supervisor assumes his new post effective immediately.

A veteran of more than 25 years in the motion picture industry, Steisel joined Embassy in 1962, as New York district manager.

Subsequently, he was named assistant to the general sales manager, then Western and Metropolitan New York sales supervisor.

Prior to joining Embassy, he held various sales positions with Columbia Pictures.



**HEY THERE,  
MR. SHOWMAN!**

IT'S GOING TO BE A  
SENSATIONAL SUMMER WITH  
AMERICA'S FAVORITE TV  
PERSONALITY STARRING IN HIS

**FIRST FULL-LENGTH  
MOTION PICTURE!**



COLUMBIA PICTURES  
presents  
A HANNA-BARBERA PRODUCTION



©HANNA-BARBERA PRODUCTIONS INC.



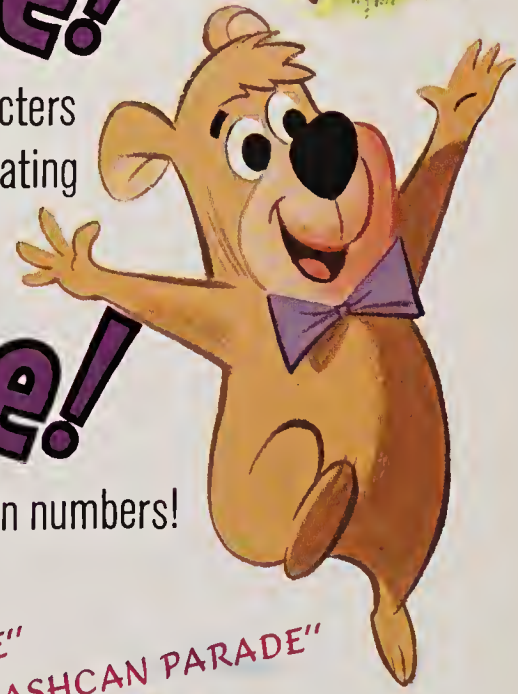
# Hey There!

It's the exciting, song-filled, happy-go-delightful screen adventure for everyone!  
Bubbling with laughter! Bursting with fun!



# Hey There!

It's those wonderful and wacky characters from Jellystone National Park, captivating the hearts of audiences everywhere!



# Hey There!

It's swinging with fabulous songs ★ Dazzling production numbers!

- HEY THERE, IT'S YOGI BEAR"
- "LIKE I LIKE YOU"
- "VEN-E, VEN-O, VEN-A"
- "WET YOUR WHISTLE"
- "ST. LOUIE"
- "ASHCAN PARADE"



COLUMBIA PICTURES presents A HANNA-BARBERA PRODUCTION "HEY THERE, IT'S YOGI BEAR"  
starring YOGI BEAR • Screenplay by JOSEPH BARBERA, WARREN FOSTER and WILLIAM HANNA • Produced and Directed by WILLIAM HANNA  
and JOSEPH BARBERA • Starring DAWS BUTLER as the Voice of YOGI BEAR • Co-starring DON MESSICK as the Voices of BOO-BOO and  
RANGER SMITH • YOGI COLOR

"Bear" IN MIND...

THIS SUMMER'S  
MOST SENSATIONAL  
CAMPAIGN.....



# WILL BE BACKED BY COLUMBIA'S SUPER-SATURATION NATION-WIDE MERCHANDISING BONANZA!



## MASSIVE KELLOGG'S PROMOTION!

More than 45 million cereal boxes carry special "Hey There, It's Yogi Bear" record premium offer. Tie-in promotion receives national network coverage on top rated Kellogg-sponsored TV shows, prior and during release, on over 200 stations!



## SPECIAL SUNDAY COMIC PAGE!

190 Major markets carry half page color comic strip devoted to "Hey There, It's Yogi Bear" (Distributed by McNaught Syndicate)!

## COLORFUL FUN-PACKED COMIC BOOK!

500,000 GOLD KEY comic books based on film available around the country!



## SENSATIONAL COLPIX SOUNDTRACK ALBUM!



All the songs and fabulous music on one exciting album ★ Guaranteed store and station promotion!

## GLORIOUS GOLDEN BOOKS!

Three full-color story books to delight the children!



## FABULOUS BOOKS AND GAMES!

Whitman Publishing provides a full line of "Yogi" merchandise!

PLUS! Many, many more toys and novelties by top promotion-minded manufacturers in every juvenile market!



## TREMENDOUS NATIONAL-LOCAL TV-RADIO SATURATION!

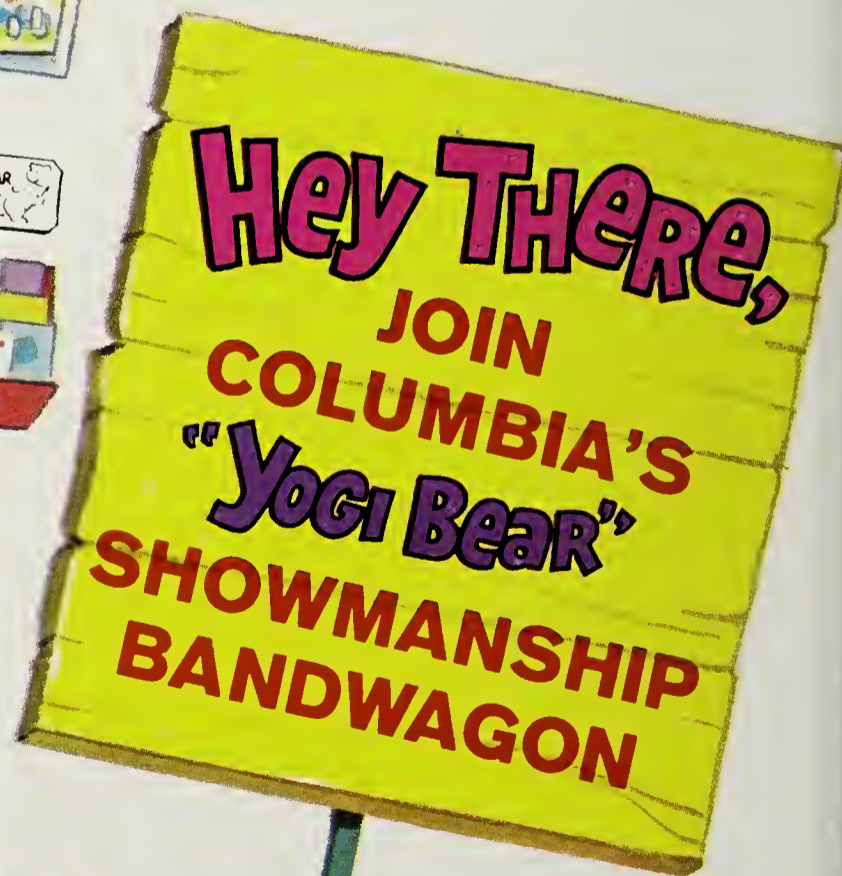


## NATION-WIDE MAGAZINE PUBLICITY COVERAGE!



## GIGANTIC IN-STORE PROMOTION!

100,000 Retail outlets sponsor contests, special events, massive displays to pre-sell "Hey There, It's Yogi Bear!"



## Detroit Exhibitors Find Cooperation Pays Off

DETROIT—Metropolitan Exhibitors of Detroit revealed it spent a record \$306,373.30 in 70 campaigns in cooperation with film companies in 1963. This was in addition to normal budgets of the 20 suburban houses and 11 drive-ins which form the nucleus of the organization.

Detroit exhibitors have long felt that "competition and co-operation are compatible" and this city has been a leader in industry exploitation.

As far back as 1952 the Detroit Metropolitan Committee was formed and was financed by nearly 90 per cent of exhibition, with a few assists from distribution. At that point the grosses here, relative to the size of the community, were the worst in the country.

The co-operative effort brought business back to the top of the national totem pole.

With this lesson learned, in 1956 MED was formed and has functioned since. It is directed by a committee composed of Alden W. Smith, executive vice-president of Co-Operative Theatres of Michigan, William M. Wetsman of the Wisper and Wetsman Circuit, Adolph and Irving Goldberg of Community Theatres and Michigan Allied president Milton H. London.

Michigan Allied collects and disburses funds, while advertising is in the hands of Robert Solomon of the Solomon-Sayles Advertising Agency.

The break-down on spending was 50 per cent to newspapers, (up from 39 per cent in 1962), radio 20 per cent (down from 41 per cent in 1962), television 22½ per cent (up from 20 per cent), and 7½ per cent went to unusual promotions.

These included personal appearances by tv personalities and stars.

In cases of competitive bookings all members did not participate in every campaign. Top money was \$13,000, and low \$640. Most campaigns were via newspapers in combination with radio and/or tv. Some 24 were with radio, and 12 with tv, also using the papers. 21 campaigns employed display ads only. One campaign used tv exclusively. The balance used all three media.

## Lang Heads Univ. TV

LOS ANGELES—Jennings Lang, head of the New Projects Division, was appointed senior vice-president in charge of television production at Universal City Studios.

Lang, who joined the organization in 1950 and was made a vice-president two years later, instituted the New Projects Division in the mid-50's and has functioned as its creative head and executive in charge of program development since.

He was instrumental in the creation, development and sale of such successful TV series as "Wagon Train," "Bachelor Father," "Wells Fargo," "The Virginian," "McHale's Navy" and many others. He also helped pioneer several new concepts in television format, including this season's hour-and-a-half "Arrest and Trial" series, and "90 Bristol Court" which will be seen next season.

Alan Miller, who has been the senior vice-president in charge of TV production since 1952, will produce feature films for Universal Pictures, fulfilling a long-held desire. Miller joined the organization in 1948 and was one of the founders of the TV division.

# Paramount Launches Summer Sales With Phila. Regional Conference



Leonard Rubin, vice-president, Gilliams and Rubin, industry electrotype and stereotype manufacturers, was recently installed as president of New York's Cinema Lodge of B'nai B'rith for a second term at the Hotel Astor by Max E. Youngstein, independent producer and past president of the Lodge, as Mel Maron, MGM roadshow manager, looked on.

## Interstate's Green Elected President Of TONE

BOSTON—Theatre Owners of New England held its annual meeting at Nick's and elected Malcolm C. Green, Interstate Theatres, president. Chester L. Stoddard, NET Theatres, was elected first vice president.

Edward S. Redstone, Redstone Drive-In Theatres, was elected second vice president and James F. Mahoney, elected third vice president. W. Leslie Bondslev, secretary-treasurer; Carl Goldman, re-elected executive secretary.

The board of directors: Chairman, Julian Rifkin, Rifkin Drive-In Theatres, and past president of TONE; Lloyd Clark, Edwin J. Fideli, Henry Gaudet, Jay Golden, Ben Greenberg, James Guarino, Bernard Hickey, Arthur K. Howard, Arthur H. Lockwood, E. M. Loew, Albert B. Lourie, Steve Minasian, Samuel Pianski, Saverio Romano, Richard A. Smith, Joseph Stanzler, James M. Tetman, William Trambukis.

It was voted by the officers and members to hold the 1964 annual regional convention at the Mayflower Hotel in Plymouth, Mass., August 24th through August 26th. The affair will be attended by all segments of the motion picture industry in New England including theatre owners, concessionaires, film distributors, equipment dealers, suppliers, radio-tv-press representatives.

Many national industry figures are expected to be present and will be announced at a later date, Carl Goldman, executive secretary, said.

## Katz To Broumas Theatres

SILVER SPRING, MD.—John G. Broumas announced the appointment of Melvin Katz as district manager of the Ohio division of Broumas Theatres as of May 1. Katz comes to the Broumas Theatre Circuit directly from Johnstown, Pa. where he represented Fabian Theatres.

Broumas said he was delighted with the association of Katz in his organization, this in keeping with his plans to further his interests in the Ohio-Pennsylvania area.

PHILADELPHIA — Following one of the most successful winter and early spring periods in the company's history, Paramount Pictures is looking forward to an unusually strong summer season both for itself and its exhibitor customers, Charles Boasberg, general sales manager, said here at the opening of the first of three regional sales meetings to be held throughout the U. S.

Citing the outstanding grosses of Hal Wallis' "Becket," Samuel Bronston's "The Fall of the Roman Empire," Seven Arts-Joel-Frankenheimer's "Seven Days in May," Pakula-Mulligan's "Love With The Proper Stranger" and the Academy Award-winning "Hud" in the first part of this year, Boasberg said that a group of eight pictures set for the May through August period has "great audience appeal and potential."

In addition, the two road-show pictures, "Becket" and "The Fall of the Roman Empire," will be opening in many new engagements throughout the summer.

Heading the group of eight May-August releases is Joseph E. Levine's "The Carpetbaggers," which, Boasberg said, "shapes up as one of the great all-time grossers on the basis of its spectacular performance in its special Denver premiere engagement." Additionally, Boasberg expressed confidence in the strong business prospects of Luther Davis' "Lady in a Cage," Schenck-Zabel's "Robinson Crusoe on Mars," Jerry Lewis' "The Patsy" and "The Son of Captain Blood."

"All of these pictures," he said, "are on our schedule because they have something special that both exhibitors and our own merchandising and marketing forces can get behind."

While Paramount will not be distributing Samuel Bronston's "Circus World" until 1965, Boasberg said that the picture, in its Cinerama engagements this summer, will also be a top grosser. "You can be sure that when we get around to handling 'Circus World' in 35-millimeter that it will be already established as one of the great blockbusters," he said.

Joining Boasberg at the meetings at the Warwick Hotel here were Tom Bridge, assistant general sales manager; Hugh Owen, eastern sales manager; Herbert Gillis, national sales director for special productions; Mario Ghio, assistant to Gillis; Martin Schank, manager of branch operations; Jack Perley, playdate department manager; Ben Shectman, contract department manager; John Moore, New England regional sales manager; branch managers Myron Sattler, New York; Ted Krassner, Washington; Dan Houlihan, Buffalo; William Meier, Cincinnati; Harold Henderson, Cleveland; Henry Germaine, New Haven; Don Hicks, Philadelphia; and Peter De Fazio, Pittsburgh; and Nat Stern, New York sales manager.

## N.Y., Dallas Get "Circus"

NEW YORK—The first two Cinerama engagements for "Circus World" have been set, according to B. G. Kranze, Cinerama vice-president in charge of worldwide sales.

New York City and Dallas are the first two cities set for the Cinerama release of the Bronston production. Loew's Cinerama, New York, will begin its run on June 25th, while the Capri, Dallas, will start on June 24th.

# At Least 15 From Col. By Year-End; Picture-By-Picture Promotions Set

CHICAGO—Describing the current market situation in the motion picture industry as one that holds “the brightest future only for those who are able to keep pace with the continually changing needs and taste of the nation’s moviegoers,” Columbia vice-president and general sales manager Rube Jackter told a conclave of sales managers here that Columbia would release at least 15 pictures from now till the end of the year with “every corner of the potential market in mind.”

Jackter spoke at the opening session of a five-day sales manager convention convened by Columbia at the Ambassador East Hotel here. District and branch sales managers from all points in the United States and Canada gathered to discuss sales policies for the remainder of the year and to learn the details of Columbia’s product line-up for 1964.

Jackter said that the Columbia sales force had the advantage of top product in dealing with the continually changing picture in the industry today but he asked his staff to “keep treating each picture as a separate and distinct new project,” as the first rule in maintaining the pace of Columbia’s bright future.

Eight of the 15 upcoming Columbia films were on the immediate schedule for bookings during the summer months. At least seven others represented Columbia’s roster for fall and early winter.

In the first category, Jackter named David Swift’s “Good Neighbor Sam”; Robert Cohn’s “The NEW Interns”; Irving Allen’s “The Long Ships”; Hanna-Barbera’s “Hey There, It’s Yogi Bear”; the general release of Sam Spiegel’s Academy Award-winning “Bridge on the River Kwai”; Art and Jo Napoleon’s “Ride the Wild Surf”; Hammer’s “Devil Ship Pirates”; and Hammer’s “Crimson Blade.”

For fall and winter, Jackter cited Fred Zinnemann’s “Behold a Pale Horse”; Robert Rossen’s “Lilith”; Youngstein-Lumet’s “Fail-Safe”; Pakula-Mulligan’s “The Traveling Lady”; James Woolf’s “The Pumpkin Eater”; Norman Maurer’s “The Three Stooges Meet the Gunslingers”; and Jerry Bresler’s “Major Dundee.”

The Columbia sales team attending the opening session of the convention also heard an address by Columbia senior vice-president Sol Schwartz.

## Ferguson Details Promotions

Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity, spelled out the comprehensive promotion campaigns designed to pre-sell every picture due to be released by Columbia from now to the end of the year. Ferguson then gave the Columbia field force a complete round-up of long-range promotional plans for many of the films on the boards at Columbia for 1965.

The Columbia advertising-publicity chief first gave a detailed account of promotion plans for Columbia films slated for release before the end of the year.

He then highlighted the special pre-release plans for “Behold a Pale Horse,” produced by Fred Zinnemann and starring Gregory Peck, Anthony Quinn and Omar Sharif.

Promotional plans were also discussed for the following films currently in various

## Free TV Gets Million Names In Calif. Ballot Drive

LOS ANGELES—The Crusade for Free TV concluded its signature campaigning in California ahead of deadline with one million names, which are being sent to the secretary of state for certification.

The object of the petition is to put the question of pay TV up to the voters at a general election on Nov. 3. To get the question on the ballots only 468,000 signatures were needed.

The secretary of state has until May 18 to count and process for certification valid signatures of registered voters.

The next step is to get votes. Another campaign toward this objective will begin at a later date.

stages of production: Richard Brooks’ “Lord Jim,” starring Peter O’Toole, James Mason, Jack Hawkins, Eli Wallach, Curt Jurgens, and Paul Lukas; William Wyler’s “The Collector,” produced by Jud Kinberg and John Kohn, starring Samantha Eggar and Terence Stamp; “Major Dundee,” produced by Jerry Bresler and starring Charlton Heston, Richard Harris, Jim Hutton, James Coburn, and Michael Anderson, Jr.; “Love Has Many Faces,” produced by Jerry Bresler, starring Lana Turner, Cliff Robertson, and Hugh O’Brien; “Mickey One,” produced by Arthur Penn with Warren Beatty starring; “First Men IN the Moon,” produced by Charles H. Schneer with Edward Judd, Martha Hyer, and Lionel Jeffries; the Ernest Pintoff-Robert Lawrence live-action feature, “Harvey Middleman, Fireman”; and Jack Le Vien’s “The Finest Hours.”

Slated to go into production during the coming months are Stanley Kramer’s “Ship of Fools”; Pakula-Mulligan’s “Inside Daisy Clover”; Mark Robson’s “The Centurions”; “The Gay Place,” produced by Irving Ravetch; Richard Quine’s “Synanon”; and “King Rat,” produced by James Woolf.

## Branches Vie For “Jackterpot”

The entire active sales force of Columbia will have the opportunity to vie against

## Cheap Summer Stock Hit By ITOO Executive

COLUMBUS, O.—Release of stock company rights for such big-budget films as “My Fair Lady” and “The Night of the Iguana” before release of film versions has an adverse effect on exhibitors’ grosses, said Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio, in a bulletin.

“It seems ironic that for the peanuts that accrue through stock rights, a film company would see fit to dissipate the potential income for the exhibitor by allowing these plays to appear in summer stock,” he said.

“In many cases, the casts of summer stock groups leave a great deal to be desired and quite a different aspect can be gathered of a motion picture by the exposure of the public to a stock showing by pretty immature actors.

“It also seems very peculiar that MGM or Warner Brothers, or indeed any other distributors, can write such tough terms when it comes to a film deal but claim that they are powerless in demanding logical terms and privileges when buying motion picture rights.”

The Kenley Players will present “My Fair Lady” the week of June 9 in the summer stage season opener at Veterans Memorial. Ray Milland is the star. “The Night of the Iguana” has been announced for the summer season of Playhouse-on-the-Green in suburban Worthington.

their own past selling records for total awards of \$40,000 between the end of June and the turn of the year, it was announced by Jackter at the third session of the conference.

In announcing the “Columbia Pictures 40th Anniversary Sales and Billing Drive” to divisional and branch sales managers gathered here, Jackter declared that beginning June 26, each branch would be vying against a predetermined branch quota to qualify for the prize money based upon branch sales performances during the ensuing six-months period. Columbia was prepared to distribute the impressive jackpot, Jackter stated, among all active branch salesmen and their supervisors if their showings warranted prize money.

Columbia divisional and sales managers attending the third of five sessions devoted to the Columbia sales picture for the remainder of the year immediately dubbed the \$40,000 incentive as a “Jackterpot” in honor of their sales manager.



Seen at the recent Columbia Pictures sales convention in Chicago were, seated (L to R), Jerry Pickman, sales executive; Robert S. Ferguson, vice-president in charge of advertising and publicity; Joe Freiberg, administrative assistant to Rube Jackter; Rube Jackter, vice president and general sales manager; Milt Goodman, assistant general sales manager; Sol Schwartz, senior vice president; and Jerry Safron, home office sales executive; and, standing, (L to R), home office sales executives Dan Rothenberg, Vincent Borelli, Nat Goldblatt, Martin Kutner, and Don Weissman; George Berman, assistant branch operations manager; and H. C. Kaufman, manager in charge of branch operations.

CONGRATULATIONS FROM COLUMBIA PICTURES

The  
Academy  
Award  
Winner  
for  
Best Short  
Subject  
(CARTOON)



# THE CRITIC

by Director  
Ernest Pintoff  
and Comedian  
Mel Brooks  
COLOR





**THE ACADEMY AWARD WINNER...**

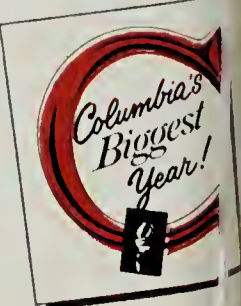


# Patricia Neal

Best Actress Of The Year ("HUD")

**NOW IN A NEW TRIUMPH...EXCITINGLY TEAMED  
WITH THE SENSATIONAL STAR-DISCOVERY SAMANTHA EGGAR!**

*Psycho*  
59





**THE ACADEMY AWARD WINNER...**



**Sidney Poitier**

Best Actor Of The Year ("Lilies of the Field")

**NOW STARRING IN THE WORLD'S MOST EXCITING ADVENTURE!!!**

**THE LONG SHIPS**

*..from COLUMBIA!*



# The Academy Awards—

from then to now



"TOM JONES"



SIDNEY POITIER



PATRICIA NEAL

IN MAY of 1927, 36 charter members founded the Academy of Motion Picture Arts and Sciences. In April of 1964, more than 2,500 members of that organization voted for the 36th time to honor the outstanding cinematic achievements of the past year. Here is growth in size and influence that parallels the growth of the motion picture industry itself.



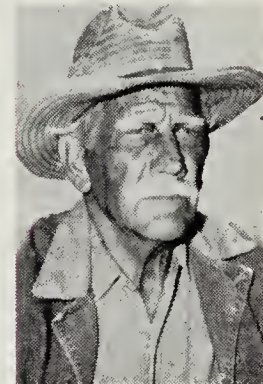
RUTHERFORD

Perhaps a brief look at where we have been is good way to determine to some degree where we are going.

The 36 charter members had a goal—to raise the standards of motion picture production. The first board of governors of the Academy decided that one way in which this could be done was through recognition of outstanding achievement. "Oscar," the Academy Award statuette, was created as the

symbol of motion picture excellence.

He was presented first on May 6, 1929, to honor outstanding films and performers of the 1927-28 film season. For the next four years, he was nameless, referred to in the film world as simply "the statuette." A whimsical remark by a new employee, Margaret Herrick, to the effect that he looked like her uncle Oscar gave the 10 inch high, seven pound, gold-plated, bronze statuette his name, and chances are that Oscar will outlive us all.



DOUGLASS

Mrs. Herrick is currently the Academy's executive director.

Initial awards were presented to "Wings" and "Sunrise." Emil Jannings and Janet Gaynor were voted best performers. The supporting actor and actress were not honored until 1936, with Walter Brennan and Gale Sonder-

## BEST PICTURE

"Tom Jones"—United Artists Lopert.

## BEST PERFORMANCES

Actor: Sidney Poitier in United Artists' Rainbow Production, "Lilies Of The Field." Actress: Patricia Neal in Paramount's "Hud." Supporting actor: Melvyn Douglas in "Hud." Supporting actress: Margaret Rutherford in MGM's "The V.I.P.s."

## DIRECTION

Tony Richardson for "Tom Jones."

## WRITING

Best screenplay based on material from another medium: John Osborne for "Tom Jones." Best story and screenplay written directly for the screen: James R. Webb for MGM-Cinerama's "How The West Was Won."

## CINEMATOGRAPHY

Black and white: James Wong Howe for "Hud." Color: Leon Shamroy for 20th-Fox's "Cleopatra."

## MUSIC

Best substantially original score: John Addison for "Tom Jones." Best scoring adaptation of treatment: Andre Previn for Mirisch-United Artists' "Irma La Douce." Best song: "Call Me Irresponsible" from Paramount's "Papa's Delicate Condition," by James Van Heusen and Sammy Cahn.

## ART DIRECTION

Black and white: Gene Callahan for Warners' "America, America." Color: John Decuir, Jack Martin Smith, Hilyard Brown, Herman Blumenthal, Evelyn Webb, Maurice Pelling, and Boris Juraga for "Cleopatra"; Set decoration by Walter M. Scott, Paul S. Fox, and Ray Moyer.

## SHORT SUBJECTS

Live action: "An Occurrence At Owl Creek Bridge"—Janus Films; produced by Paul de Roubaix and Marcel Ichao. Cartoon: Ernest Pintoff's "The Critic," Columbia.

## FILM EDITING

Howard F. Kress for "How The West Was Won."

## SPECIAL EFFECTS

Emil Kosa, Jr., for "Cleopatra."

## BEST FOREIGN LANGUAGE FILM

Federico Fellini's "8½"—Embassy.

## DOCUMENTARIES

Feature: "Robert Frost: A Lover's Quarrel With The World"—Robert Hughes, producer. Short Subject: "Chagall"—Simon Schiffrin, producer.

## COSTUME DESIGN

Black and white: Piero Gherardi for "8½." Color: Irene Sharaff, Vittorio Nino Novarese, and Renie for "Cleopatra."

## SOUND

MGM sound department, Franklin E. Milton, director, for "How The West Was Won."

## SOUND EFFECTS

Walter G. Elliot for United Artists-Cinerama "It's A Mad, Mad, Mad, Mad World."



**HUD!** **WINNER**  
**OF 3 ACADEMY AWARDS!**



**PARAMOUNT SALUTES**

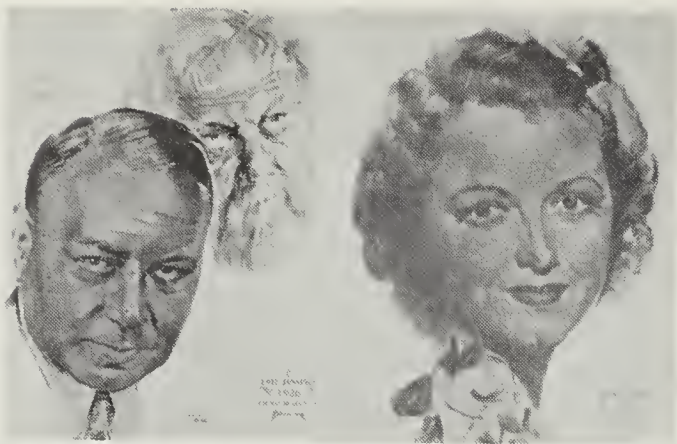
**PATRICIA NEAL**  
**BEST ACTRESS**

**MELVYN DOUGLAS**  
**BEST SUPPORTING ACTOR**

**JAMES WONG HOWE**  
**BEST CINEMATOGRAPHY**



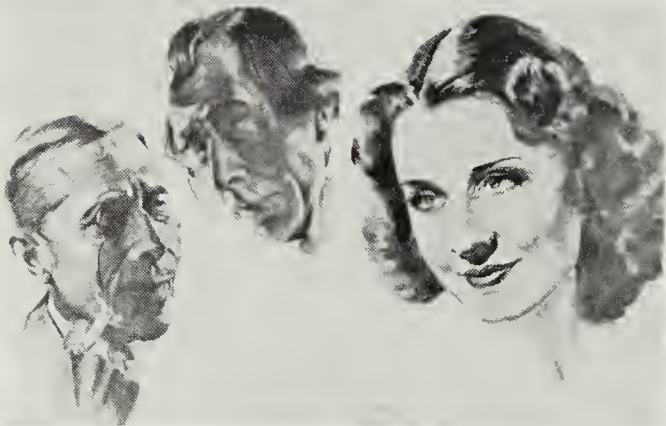
**AND FIRE ANOTHER SALVO FOR**  
**EVERYONE WHO CONTRIBUTED TO THE CREATION**  
**OF THIS GREAT AND MAGNIFICENTLY ACCLAIMED MOTION PICTURE!**



Pictorial Index  
By Year  
on Page 22



1929



1930



1931



1932



1933

## The Academy Awards

from then to now

(continued)

gard carrying home the first such honors.

Through the years, other categories were added. The membership of the Academy was expanded to include representatives of all the arts and crafts involved in motion picture production. Something else was happening as well, and that was even more important. The Academy Awards started out as a rather parochial ceremony, of interest primarily to those on the inside of the business. It is the nature of the magic inherent in the wonderfully make-believe world of film that this did not last long. Hollywood was news, and the activities of the glamorous folk there was public property.

The American public was intensely interested in the films and performers that were considered by those most knowledgeable to be the best of the year. This interest was translated into boxoffice action. The monetary value of an Academy Award is hard to pinpoint, but it is considerable, to put it mildly. The value of a winning performer increases tremendously. The gross of a winning film takes off like a skyrocket. The public loves a winner, and the glamorous annual contest for the coveted "Oscars" is one that all the world watches with interest.

In that last sentence are the three words that mean the most to the motion picture industry today—"all the world." It is a fact that there is no more universal an industry active today than the motion picture industry. The miracles of modern transportation and modern communication are such that the Academy Award ceremonies are flashed simultaneously just about everywhere that motion pictures are viewed—and that means just about everywhere.

There was a time when the foreign income from Hollywood's output was only incidental to the total income derived from film-making activities. That time is gone. Today, the foreign market is as important as the domestic market, and this hard economic fact of life is reflected in the films, film-makers, and stars currently plying their trade.

"Hollywood" can be anywhere in the world where a camera is turning. Stars are known internationally, and the cast of many films reads like a United Nations committee report.

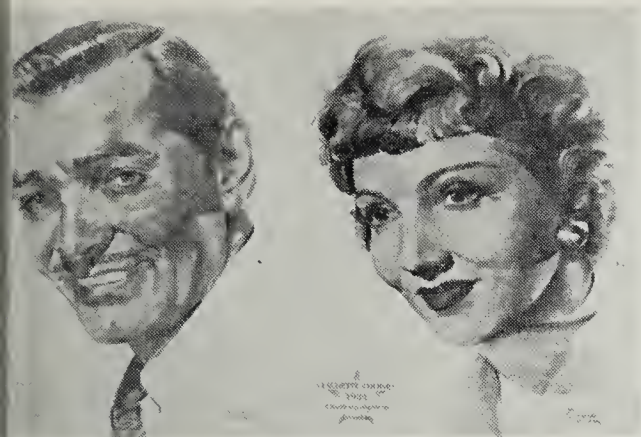
In addition to an ever-expanding market for film, there is an ever-growing awareness that no better means exists to increase understanding among all peoples. The diplomatic importance of motion pictures is well recognized.

It is only natural, therefore, the "Oscar," too, take on international significance. Today, the little gold-plated man speaks many languages and graces mantelpieces in many lands. Anna Magnani, Sophia Loren, and Federico Fellini of Italy; Alec Guinness, Margaret Rutherford, David Lean, and Hugh Griffith of England; Simone Signoret of France; Miyoshi Umeki of Japan—all these and many more from many lands have captured the big prize. As far as motion pictures is concerned, it is really one world.

In recent years, another dimension has been discovered, and "Oscar's" history has taken another fascinating turn. Television, considered by many to be the industry's most powerful competitor and most dangerous enemy, becomes its best friend one night each year—Academy Awards night.

Via the small screen, more than 150,000,000 fans join the glittering Academy audience at the "Oscar" ceremonies. They thrill to the suspense, cheer for their favorites, and second-guess the voters with an interest and exuberance unparalleled

(Continued)



1934



1935



1936



1937



1938



1939



1940



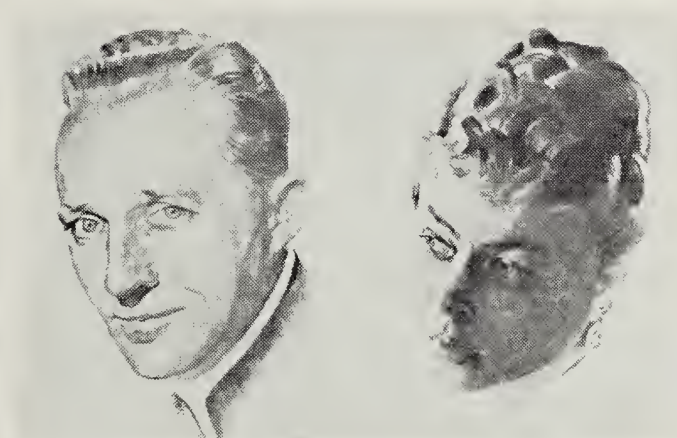
1941



1942



1943



1944



1945



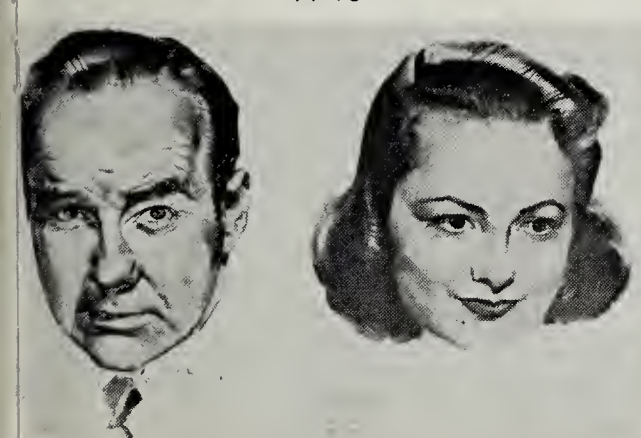
1946



1947



1948



1949



1950



1951

# Awards

(Continued from page 19)



1952

1953



1954

1955

1956

for any other television attraction.

This vast new audience has made it necessary for the Academy to produce a show each year that will prove interesting and informative. It is to the group's credit that they have been able to do this without in any way sacrificing the dignity and importance of the occasion. Film-makers honoring their fellow artists still are the focal point of all the glitter. It is as though the Academy, realizing how great a part of everyone's life Hollywood is, has invited them to join the industry for one special night.

There is no greater honor for a film-maker or technician or performer than to receive an Academy Award. Even the act of nomination alone is a reason for pride. That is why it is hard to understand the attitude of those nominees who don't attend the Academy Award presentations. This year, for example, only Sidney Poitier was present out of four acting winners, although, to their credit, many of the "losers" were in the audience.

About the artist • Nicolas Volpe, distinguished artist, is a graduate of Syracuse University. Headed art faculty at Jacksonville College, Florida, before coming to Hollywood, where he designed motion pictures and did portraits of civic leaders and film personalities. Has lifetime contract to do portraits for each year's Academy Award winners for best actor and actress. Is recipient of golden "Grammy" for cover design of Frank Sinatra's "Only The Lonely" record album. Volpe's panel feature, "Byways," appears in Los Angeles Herald-Examiner. (Reprints of these portraits suitable for framing are available from Nicolas Volpe, 7805 Sunset Blvd., Los Angeles, Calif. 90046.)

Another source of irritation to many is that the Academy Award ceremonies are commercially sponsored. It is to be hoped that the day may come when the proudest night of the  
(Continued on page 22)



1957



1958



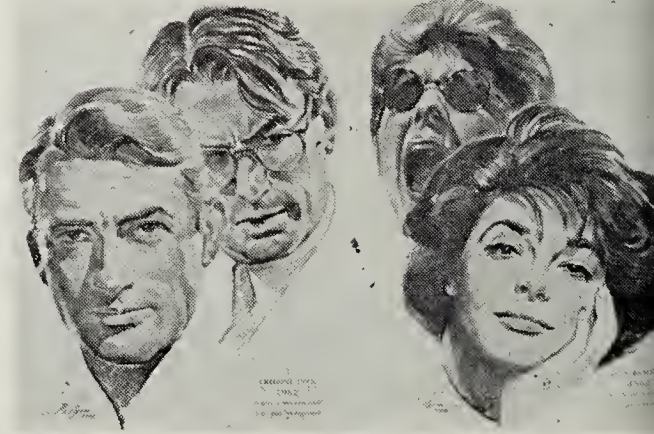
1959



1960



1961



1962

NOW ADD TO M-G-M's OUTSTANDING LIST OF AWARDS FROM THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES...



"Best story and screenplay written directly for the screen."

"Best achievement in film editing."

"Best achievement in sound."

**NOW  
THE  
WEST  
WAS  
WON**

PRESENTED BY  
METRO  
OLDWYN  
PLAYERS  
IN  
CINERAMA

NOW BREAKING ALL RECORDS  
IN ITS FIRST REGULAR SHOWINGS

AVAILABLE FOR SUMMER BOOKINGS

MARGARET  
RUTHERFORD

FOR HER PERFORMANCE AS

"BEST  
SUPPORTING  
ACTRESS"

IN M-G-M's "THE V.I.P.'s"



CURRENT...

"MURDER, SHE SAID"  
"MURDER AT THE GALLOP"  
"THE V.I.P.'s"

COMING SOON...

"MURDER MOST FOUL"

*My deepest appreciation*

# JAMES WEBB

*Writers Guild of America*

## Best Story and Screenplay

"HOW THE WEST WAS WON"

Metro-Goldwyn-Mayer & Cinerama

### Awards —

(Continued from page 20)

year for the motion picture industry will serve to sell motion pictures and not tooth paste or hair spray. Certainly, there must be some way in which this could be arranged. If not, "Oscar" will find his gold slightly tarnished.

These are criticisms that merit Academy consideration, but they should not cloud over the fact that the public is just as interested in motion pictures and motion picture people today than ever before. Considered internationally, this interest is far greater than it has ever been.

The Academy's 2,500 members are building on a foundation of professional pride and artistic accomplishment that is still being reinforced.

We have reproduced on these pages portraits of every performer to have been honored by the Academy for a starring role. Together, they are a gallery of cinematic giants and a history lesson for everyone whose life has been touched by the movies.

That includes just about everyone.

### BEST PICTURES: 1928-63

"Wings"	"Gentleman's Agreement"
"The Broadway Melody"	"Hamlet"
"All Quiet on the Western Front"	"All the King's Men"
"Cimarron"	"All About Eve"
"Grand Hotel"	"An American in Paris"
"Cavalcade"	"The Greatest Show on Earth"
"It Happened One Night"	"From Here to Eternity"
"Mutiny on the Bounty"	"On the Waterfront"
"The Great Ziegfeld"	"Marty"
"The Life of Emile Zola"	"Around the World in 80 Days"
"You Can't Take It With You"	"The Bridge on the River Kwai"
"Gone With the Wind"	"Gigi"
"Rebecca"	"Ben-Hur"
"How Green Was My Valley"	"The Apartment"
"Mrs. Miniver"	"West Side Story"
"Casablanca"	"Lawrence of Arabia"
"Going My Way"	"Tom Jones"
"The Lost Weekend"	
"The Best Years of Our Lives"	

## WINNING PERFORMANCES BY YEAR

1928—EMIL JANNINGS, "Way of All Flesh"—JANET GAYNOR, "Seventh Heaven"	1945—RAY MILLAND, "The Lost Weekend"—JOAN CRAWFORD, "Mildred Pierce"
1929—WARREN BAXTER, "In Old Arizona"—MARY PICKFORD, "Coquette"	1946—FREDRIC MARCH, "The Best Years of Our Lives"—OLIVIA DE HAVILLAND, "To Each His Own"
1930—GEORGE ARLISS, "Disraeli"—NORMA SHEARER, "The Divorcee"	1947—RONALD COLMAN, "A Double Life"—LORETTA YOUNG, "The Farmer's Daughter"
1931—LIONEL BARRYMORE, "A Free Soul"—MARIE DRESSLER, "Min and Bill"	1948—SIR LAURENCE OLIVIER, "Hamlet"—JANE WYMAN, "Johnny Belinda"
1932—FREDRIC MARCH, "Dr. Jekyll and Mr. Hyde"—HELEN HAYES, "Sins of Madelon Claudet"—WALLACE BEERY, "The Champ"	1949—BRODERICK CRAWFORD, "All the King's Men"—OLIVIA DE HAVILLAND, "The Heiress"
1933—CHARLES LAUGHTON, "Henry VIII"—KATHERINE HEPBURN, "Morning Glory"	1950—JOSE FERRER, "Cyrano de Bergerac"—JUDY HOLLIDAY, "Born Yesterday"
1934—CLARK GABLE, "It Happened One Night"—CLAUDETTE COBERT, "It Happened One Night"	1951—HUMPHREY BOGART, "The African Queen"—VIVIEN LEIGH, "A Streetcar Named Desire"
1935—VICTOR McLAGLEN, "The Informer"—BETTE DAVIS, "Dangerous"	1952—GARY COOPER, "High Noon"—SHIRLEY BOOTH, "Come Back Little Sheba"
1936—PAUL MUNI, "The Story of Louis Pasteur"—LUISE RAINER, "The Great Ziegfeld"	1953—WILLIAM HOLDEN, "Stalag 17"—AUDREY HEPBURN, "Roman Holiday"
1937—SPENCER TRACY, "Captains Courageous"—LUISE RAINER, "The Good Earth"	1954—MARLON BRANDO, "On the Waterfront"—GRACE KELLY, "Country Girl"
1938—SPENCER TRACY, "Boys' Town"—BETTE DAVIS, "Jezebel"	1955—ERNEST BORGNINE, "Marty"—ANNA MAGNANI, "The Rose Tattoo"
1939—ROBERT DONAT, "Goodbye, Mr. Chips"—VIVIEN LEIGH, "Gone With the Wind"	1956—YUL BRYNNER, "The King and I"—INGRID BERGMAN, "Anastasia"
1940—JAMES STEWART, "The Philadelphia Story"—GINGER ROGERS, "Kitty Foyle"	1957—ALEC GUINNESS, "The Bridge on the River Kwai"—JOANNE WOODWARD, "The Three Faces of Eve"
1941—GARY COOPER, "Sergeant York"—JOAN FONTAINE, "Suspicion"	1958—DAVID NIVEN, "Separate Tables"—SUSAN HAYWARD, "I Want to Live"
1942—JAMES CAGNEY, "Yankee Doodle Dandy"—GREER GARSON, "Mrs. Miniver"	1959—CHARLTON HESTON, "Ben Hur"—SIMONE SIGNORET, "Room at the Top"
1943—PAUL LUKAS, "Watch on the Rhine"—JENNIFER JONES, "The Song of Bernadette"	1960—BURT LANCASTER, "Elmer Gantry"—ELIZABETH TAYLOR, "Butterfield 8"
1944—BING CROSBY, "Going My Way"—INGRID BERGMAN, "Gaslight"	1961—MAXIMILIAN SCHNELL, "Judgment at Nuremberg"—SOPHIA LOREN, "Two Women"
	1962—GREGORY PECK, "To Kill a Mockingbird"—ANNE BANCROFT, "The Miracle Worker"
	1963—SIDNEY POITIER, "Lilies of the Field"—PATRICIA NEAL, "Hud"

# LONDON Observations

By Jock MacGregor

SIDNEY BOX may have lost in his bid for British Lion because he made certain stipulations. But he is looking far from depressed. Indeed, his impish sense of humor is working well these days, and I rather suspect that he is enjoying the situation. He had plans and personnel earmarked had he been successful. Now he has the millions required for the purchase and promoting a program of 12 top features a year burning a king size hole in his pocket. My bet is that he will form his own distribution company and sponsor production. Meanwhile, "Rattle of a Simple Man," which he is producing with his wife, Muriel, directing, and Diane Cilento and Harry H. Corbett starring, is nearing completion at the Associated British Elstree Studios. It will be distributed through Warner Pathe in the UK. The new regime at British Lion has yet to finalise its key personnel and announce a program. Shooting on its last picture at Shepperton, "Ring of Spies," was finished last September, and much of its backlog has been released.

PROBABLY MORE through luck than planning, the five pictures nominated for the Oscar were playing in London when the awards were announced. "Tom Jones" in the 42nd week of its regular booking at the London Pavilion (who said it would be lucky to run three?) had long lines for the matinee and early evening shows for several days and will finish the week with a sensational increase. "How the West Was Won," which had been exploiting the nominations, and "Cleopatra" are well into their runs and are going great guns. "America America" ("The Anatolian Smile" here) continued to creek, though, and the Warner closed a week ahead of schedule for conversion to 70mm. In anticipation, UA's Monty Morton had "Lilies of the Field" and "The Ceremony" set as a unit program for the Rank release on the most appropriate date, and had "Tom" available for third release and those circuit and independent houses which preferred to revive it rather than have a new movie. As a result, it got some additional 20 dates in North London alone, and if the situation at Chelsea, where I saw little activity on Sunday outside the large Odeon for "Lilies" and big queues for "Tom" at the smaller Essoldo is a criterion, then a helluva lot of extra cash plus the Eady will go to the producers. It is blatantly obvious that it is one thing to get an Oscar, but you must also have an attraction to benefit in a big way. And on the subject of business, here is good news for Joe Levene. "Zulu" has topped the ABC London all time record by 12 per cent. This is double the take of the most recent big hit! The incredible thing is that the opposition release did not suffer. "Charade" will also be among the year's champions. Here's proof that there is the public to support two hits in a week provided the subjects are right.

TO INVITE CRITICS to see second features has always been to ask for trouble. They either judge them on the same plane as an epic and murder them, or claim them to be better than the pictures they are supporting. This may be wonderful for the ego of their sponsors, but it is not so good for the program. People do go to see the top feature. "The Silent Playground" is an example of this pitfall. The Daily Express devoted nine inches to it, and dismissed the main attraction, "A Place to Go," which, after all, is what exhibitors are selling, in 1½ lines. "Place," incidentally, is one of the delayed British releases which caused the rumpus last winter. "Where Has Poor Mickey Gone" was another second to be press shown. It received scant but sympathetic coverage. It was made speculatively without a distribution guarantee by a group of young technicians and artists, most of whom worked for the minimum and will participate financially if it is a success. They have done a good job. The pity is that these enthusiasts who have gone to such lengths to promote it choose a subject that gets a censors' "X-Adults Only" certificate. This can be the kiss of death to a support. The market is restricted enough without losing houses which put a premium on family fare. Compton Cameo will distribute,

OTTO PREMINGER has been here seeing Paramount's Russell Hadley, Peter Read, and Jack Upfold, and his British publicist, Bill Batchelor, about "In Harm's Way," which he will start shooting in Hawaii in June. . . . Milton Rackmil has been having confabs with Rank's Fred Thomas who handles the UI product here. . . . Walter Reade has been having talks with the new British Lion setup in which he has financial interests. His trip was so quick that he was even without his white carnation. He told me that he had had to rent the dinner suit and did not think it right to cut a button hole. . . . Manager Stuart Smeedon, Gaumont, Bristol, was pretty pleased as he stood in the foyer seeing the crowds waiting for "Charade," which had been held on a second week. Then he was approached by a distinguished looking man who asked if he could help two friends get in. He did a double take. It was Cary Grant himself. He was on an unannounced private visit to his home town to see his mother and got a terrific kick out of the business being recorded. . . . Cinema Exhibitors Association Peter King has joined the enterprising new Short Film Service, which has been established by critic Derek Hill to get the best international shorts shown, as he feels that he should know what is being made and could be available to exhibitors. . . . The hotel business has always attracted film people. Peter Rogers' casting director, Betty White, and her film editor husband, Graeme Hamilton, have bought the White Lodge, Polseath, Cornwall. George Barker, who was responsible for processing this series at Rank's Denham Laboratories, has taken over the beautiful Redoubt Hotel, Kingswear, Devon. "Carry On Mine Host" is an obvious title for a movie to come. . . . Princess Margaret will attend the Variety Club premiere of the Beatles film, "A Hard Day's Night," at the London Pavilion on July 9. If that doesn't bring the West End to a standstill for the night, producer Walter Shenson won't have been trying. Practically every jumping jockey turned up for the Variety Club's honor lunch for champion Fred Winter, who rode Nat Cohen's Kilmore to victory in the Grand National, on his retirement. Many barkers were present. I take it we all like to see the men who lose us our shirts.

## N. Y. Obscenity Comm. Eyes MPAA's "Green Sheet" Plan

ALBANY, N. Y.—A staff member of the Joint Legislative Committee on Offensive and Obscene Material is reportedly keeping a close watch on the Motion Picture Association of America's plans for increasing the circulation and effective use of the "Green Sheet" in this state. Committee Chairman Luigi R. Marano (Rep.) of Brooklyn, disclosed this while attending a special session of the Legislature.

Marano said it was premature to pass judgment on the expansion of "Green Sheet" influence, for which the Committee had pressured during the past year. Marano had, on the floor and outside of the Assembly, placed great stress on the need for "wider dissemination of film content to parents through 'The Green Sheet.'"

He has advocated making the publication available at a nominal cost to the public via theatre distribution, and the regular printing of "Green Sheet" ratings in newspapers.

To date, the Long Island press has been the most cooperative in supporting the plans. In exhibition circles, two Northern New York theatres, the Roxy, Potsdam, and the Gralyn, Gouverneur, have used "Green Sheet" material in advertising copy. Another theatre also ran material about the publication.

Chairman Marano underlined the fact that "The Joint Committee is still operating; we have a man checking on the 'Green Sheet' circulation and distribution."

The State Legislature has voted a \$20,000 appropriation for the committee during fiscal 1964-65—an increase of \$5,000 over the previous year—for its activities.

## Friedman U.A. Phila. Mgr.

NEW YORK—Robert Friedman has been named United Artists Philadelphia branch manager, James R. Velde, UA vice president, announced here.

Friedman has been branch manager for UA in Buffalo since 1962, having joined the company in 1959 as a salesman in Washington, D. C.

The  
finest  
carbons  
ever  
made...

**N**ATIONAL  
TRADE MARK

**PROJECTOR  
CARBONS**



# The NEW YORK Scene

By Mel Konecoff

ALLIED ARTISTS must think it really has a money-maker in "The Thin Red Line" because they held their first press conference in some time. At this session, general sales manager Ernest Sands and vice-president Ed Morey not only enthused about the film but also reported that the company stands ready to release possibly 18 features in 1964, with a dozen definitely set. The indication is that great flexibility as to program is in order, and there is a tendency to operate on the style of United Artists.

Sands declared that he was personally unhappy with the showcase method of selling pictures, and he wasn't at all sure how he would proceed in the New York area with the film. He was definite as regards other parts of the country where a saturation type of campaign and presentation will be in order. The first ACE film through Allied Artists has a pre-release multiple booking on the west coast for mid-May, with Florida immediately following. Fifty-five to 60 prints will be used in the California area alone. Sands expects to see about 200 prints working continuously once it gets rolling.

Sands hoped to cooperate with exhibitors, who have been complaining about a dearth of May product, and sales and promotion campaigns will be tailored to each individual situation. Flexibility, said Sands, will be the order of the day, terming this one of the company's most important productions of the year. All media will be fully utilized to plug the film, based on author James Jones' book.

**TOUR AND OTHER TID-BITS:** Ivan Tors, producer of MGM's "Rhino," and Ian Player, Chief Game Warden at the Umfolozi Game Reserve, Zululand, South Africa, are off on a four-week nationwide personal appearance tour on behalf of the production. At a bon voyage luncheon, Tors had all kinds of information to impart. From the animals, he learned that mother and new babies should not be separated. He and his associates worked with live, wild animals, who really weren't that wild, and not like in "Hatari" where they worked with tame or tied-up animals. He never uses animation or process shots.

While they were on location, they utilized the radio communication installations in each of the cars to great advantage. Once they learned that a rhino was trapped and floundering in a mud hole, they went there quickly, filmed the animal, and then released it. They shot a number of impromptu scenes that just happened, and they arranged for them to fit into the script.

The executives at MGM are quite happy with Tors, especially since his recent "Flipper" was such a big success. As a result, he has a deal to do three more features plus a series of 30 half-hour Flippers for television. Incidentally, he has a sequel feature to "Flipper" finished and awaiting release. In the summer, he will make "Zebra in the Kitchen" in the L. A. area and on his own animal farm. Another feature will be "Around The World Under The Sea," which will be his biggest picture in Panavision and 70 mm. This will probably take a year to do, and some sequences are already being filmed. His third effort will be "Birds Do It," a farce about a man who can fly.

Incidentally, Tors made an offer to donate \$1,000 to the Bronx Zoo if the white rhino there has a baby. He told us that when he left, the chief keeper was deep in thought.

**A NOTE ON BEATLES:** The man called the other day to ask, "How would you like to come over to the United Artists projection room and talk to the Beatles via intercontinental telephone?" Since we couldn't think of any excuse fast enough, and since our boss frowns on our going home at two p.m., we wound up in the room with various other press representatives, fan club reps, UA executives, etc. The brow-covered quartet still haven't lost their sense of humour, according to some of the replies, which ranged from the ridiculous to the useful.

Mainly under discussion was their forthcoming UA film, "A Hard Day's Night," which will be released here in August, and they will attend the openings here and in Los Angeles. At the time, they will also make a cross-country tour. They liked playing themselves, admitting that they can't do anything else, and it is quite evident that they had a ball making the film. The title of the film, which is being produced by Walter Shenson, was attributed to Ringo, the drummer.

We wanted to ask them to sing "Melancholy Baby," but we didn't get a word in edgewise.

**THE METROPOLITAN SCENE:** Ernest Pintoff, who won an "Oscar" for "The Critic," has completed an animated sequence for Dupont's "The Wonderful World of Chemistry" at the World's Fair.

## Fox Sues Taylor, Burton

NEW YORK—20th Century-Fox has filed a \$50,000,000 breach of contract suit against Elizabeth Taylor and Richard Burton claiming that their "conduct and deportment" during and after filming "Cleopatra" lessened the commercial value of the film.

They "maliciously interfered" with the film's property rights, the suit claimed, by "their conduct with each other although each was to the public knowledge at those times married to another."

The suit in Federal Court was filed by 20th Century-Fox Film Corporation and 20th Century-Fox Production, Ltd. It seeks \$20 million from Miss Taylor; \$5 million from Burton; and \$25 million from both.

## NGC's Levin Making Music

HOLLYWOOD—Irving H. Levin, executive vice president, National General Corporation, upon his return from New York, stated he had laid plans for the possibility of closed circuiting Broadway musicals in the \$300,000 class.

He said he concurs with Gower Champion, NGC's programming advisor and producer, in that supervising a production of that caliber would easily fill a half million seats. He indicated that there will be plenty of shows for closed circuiting under NGC aegis.

While in New York, Levin also conferred with film company sales managers on distribution of NGC's first film production, "What Are Little Girls Made Of?"

## Interstate & Texas Holds Mgrs. & Publicists' Meet

DALLAS—More than 100 Interstate and Texas Consolidated circuits city managers, theatre managers and publicists met in Dallas for a three day meeting of the Dallas-based circuit, which operates theatres in 26 Texas cities.

The meeting opened Wednesday and was the first held in a number of years by the circuits.

Bernard Levy was among the opening day speakers. He is a liaison executive in the American Broadcasting-Paramount Theatres offices in New York. Levy is responsible for five southern theatre circuits, one of which is Interstate-Texas Consolidated.

Levy said motion picture business was better in early 1964 in the South and Southwest and it should get better as the year progresses. Other speakers heard were Kyle Rorex, executive director of Texas COMPO, speaking on "The Threat of Censorship," and Mrs. Roderic B. Thomas, chairman of the Texas Motion Picture Board of Review, on "Preventing Schisms from Becoming Chasms."

Executives of Interstate discussed various matters pertaining to the operation of the circuits.

On Thursday, among the speakers was Philip F. Harling of New York, assistant to the president of the Theatre Owners of America, and chairman of the Motion Picture Industry Joint Committee Against Pay Television, and vice president of the Stanley Warner Corp.

Another guest was Bob Bale of Phoenix, Ariz., nationally known speaker and management consultant of the Institute of Personal Development who gave talks on sale philosophies.

On Friday, amusement editors from newspapers in Interstate-Texas Consolidated Theatre territory were guests at a luncheon.

Attending the three day meeting were Interstate Theatre men from Dallas, San Antonio, Houston, Fort Worth, Austin, Arlington, and Galveston, headed by Raymond Willie, vice president and general manager.

## Tent Honors Actors' Guild

NEW YORK—The Variety Club of New York will honor the Catholic Actors Guild and its president, Horace McMahan, on the occasion of the organization's fiftieth anniversary, at the next luncheon of the Tent according to Jack H. Levin, Chief Barker.

Said Levin, "We of Variety, the Heart of Show Business, are overjoyed to mark this once in a lifetime occasion of a great theatrical guild which has performed so nobly in the areas of human welfare as well as in the entertainment arts. Tent 35 looks forward to a memorable luncheon attended by the great names of show business."

McMahan, distinguished star of motion pictures, theatre and television will be cited for his civic and philanthropic contributions consistent with Variety's creed, the Chief Barker noted.

Morton Sunshine has been designated Luncheon Chairman for the event, which will be held at the Hotel Astor at 12 noon on Thursday, May 14th. Tickets, which will include gratuities, are \$5.50 each. Reservations may be made through the Variety Club office at 1501 Broadway, or by phoning WI 7-5076.

An honorary committee is now in preparation and program arrangements will be announced shortly, Levin concluded.

# “THE UNSINKABLE MOLLY BROWN”

MGM's spectacular adaptation of the outstanding Broadway musical success, "THE UNSINKABLE MOLLY BROWN," is being solidly backed with an impressive promotion-selling campaign aimed at both sexes and all age groups.

Debbie Reynolds writes another bright chapter in her acting career as the effervescent Molly Brown in this American Cinderella story. Co-starred is ruggedly handsome Harve Presnell, as Leadville Johnny Brown, the role he created in the original New York stage production.

"The Unsinkable Molly Brown" is the fascinating story of the illiterate, irresistible Irish-American girl who rose from abject poverty to incredible riches in the 1890's. Ostracized by the nouveau riche of Denver society, she became the toast of European nobility. She crowned an eventful and remarkable life as a heroine of the Titanic disaster, which led to her being affectionately called "The Unsinkable Molly Brown."

Stars Reynolds and Presnell have been surrounded by talented, high-powered performers: Ed Begley, who co-stars as Shamus, Molly's father; Jack Krushen, as Christmas Morgan, owner of Leadville's Merry Christmas saloon; Martita Hunt,

## MGM'S MUSICAL ON U.S. CINDERELLA



Reynolds



Presnell

as the Grand Duchess Eloise; and Hermione Baddeley, as the mother of Denver's stuffy social leader. Additional skilled artists make the picture a singing and dancing treat. Direction is by Charles Waters; producer is Lawrence Weingarten; associate producer, Roger Edens; screenplay by Helen Deutsch; and choreography by Peter Gennaro.

### FIELD MEN ON TOUR

The all-out national campaign is now rolling, and MGM field men will cover hundreds of communities, visting radio and television personalities, newspaper editors, and other communication media personnel. The special Molly Brown field kit of song recordings, film highlights, stills, stars, and background stories aimed at whetting the public's want-to-see are presented to these opinion makers as a practical memento of the visit.

Meredith Willson, whose creative talents are world-known, composed the original score and wrote a new musical number, "He's My Friend," especially for the film.





"MOLLY" SALES KIT

### STAR TOURS

National tours of the stars and cast in support of "The Unsinkable Molly Brown" will bring Miss Reynolds to the Denver preview June 11, to Chicago late in June for a charity opening sponsored by the Loyola University medical school and other cities as her availability allows.

Harve Presnell, as well as other members of the cast, are slated for personal appearances throughout the country to start the latter part of May. Their appearances will give added stature to key openings and are sure to result in considerable newspaper, radio, and television support for the film.

### PUBLICITY BREAKS

National magazines and fan magazines totalling over 100 million in circulation have scheduled editorial features for

the stars, songs, fashions, and true-life story of Unsinkable Molly Brown. With publication, all segments of the nation's population should be well acquainted with fabulous Molly and anxious to see the film.

### TELEVISION—RADIO—WORLD'S FAIR

The highly rated Ed Sullivan television show will provide a major publicity break, with Harve Presnell making a personal appearance. A film clip from Molly Brown will also be seen by the program's estimated 20 million viewers.

The Mitch Miller show, a favorite of music lovers, has scheduled songs from the film and will, of course, plug "The Unsinkable Molly Brown."

The Kodak exhibit at the New York World Fair will offer a trailer portion of Molly Brown for four weeks, influencing visitors to the fair who will carry the message back to home towns all over the country.

### MERCHANDISING TIE-INS

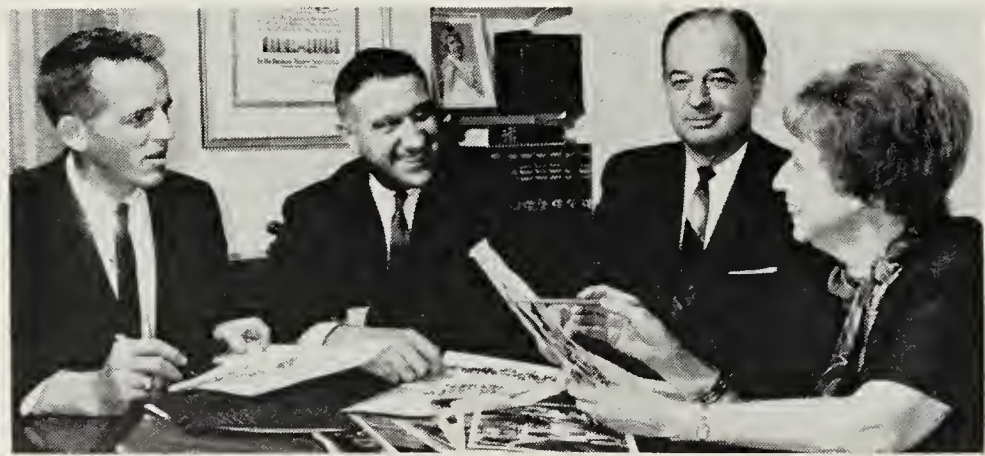
"The Unsinkable Molly Brown" paperback will be released in May by Gold Medal Books. Rack cards, banners, and play-date bulletins will be issued by publisher for local tie-ins. Exhibitors will find book stores, newsstands, and news distributors receptive to playdate tie-in promotions.

Nationally known Lustre Creme will feature Molly Brown in its national ad campaign timed with the film's opening.

MGM Records will issue a deluxe sound track album of Meredith Willson's rousing score of the film in May.

Arrangements have been made with top-flight fashion leaders John Fredericks, Coro Jewelry, Cuddle Coat Co., Kayser-Roth Hosiery, Larry Matthews, and other well known couturier and cosmetic houses for special Molly Brown products to be featured in ads and promotion. Key department stores throughout the country will feature traveling display of costumes from the film in their regular fashion shows.

Dolls and cut-outs will be offered by Weston Merchandising to acquaint and sell the youngsters on Molly Brown.



(L to R) Ed Edmiston, MGM field man; Bob Lotito, Lorie-Lotito Advertising; George Fisher, MGM Denver branch manager; and Vera Cockrill, manager, Denham, Denver, go over campaign material.



(L to R) Bill Madden, MGM midwest manager; Phil Brochstein, MGM midwest press rep; James Coston, general manager, Palace, Chicago; Clarence Keim, MGM Chicago branch manager, study advance stills to be used in theatre display for June Chicago opening.



Adolph and Irving Goldberg, owners of the Adams, Detroit, set deal with Ed Susse, MGM Detroit branch manager, and Lou Marks, MGM division manager, for summer engagement.



Two of Morton Haack's costume designs for the lavishly mounted spectacle are seen in photographs.



(L to R) Lawrence Weingarten, producer; Debbie Reynolds; Roger Eden, associate producer; Charles Walters, director; and Morton Haack, costume designer, go over production details.



A special five minute subject, "How To Dress," is being made available for tv showings, elubs, fashion schools, modeling schools, etc. All this adds up to merchandising penetration.

### PRESS BOOK

The comprehensive press book is loaded with ideas for garnering additional valuable newspaper publicity and store tie-ins on the local level. Several suggested "naturals" are food recipes (from the Molly Brown era) for women's pages of the press; "unsinkable" athletes who have overcome physical handicaps for the sports pages; fashions inspired by the film for fashion editors; songs from the film for music pages; "unsinkable" people in show business for amusement pages. These same attention-getters apply to food stores and restaurants, sporting goods stores, music and record stores, department and specialty stores, where window and counter tie-ins are possible.

### ADVERTISING

Ad art and copy captures the exuberant, rollicking character of Molly Brown and the happy musical nature of the film amid its 1890 background.

"The Unsinkable Molly Brown" is set for late June release at the New York Radio City Music Hall and more than 300 key cities.

Ad schedules are planned in major media channels, which with planned editorial support and publicity breaks will make Molly Brown one of the best known personalities on the entertainment scene.

MGM has a big production and a big advertising-publicity-merchandising campaign to back up "The Unsinkable Molly Brown." Alert exhibitors will make full use of the many ticket-selling facets provided by the campaign to insure big box-office returns.



"TURN ME LOOSE AND HOLLER WILDCAT!"

Indians on the warpath? Now, that's just Molly Brown a screamin' up a tantrum - which is to say, bein' her everyday, hot headed self.

"THE UNSINKABLE MOLLY BROWN"

DEBBIE REYNOLDS HARVE PRESNELL

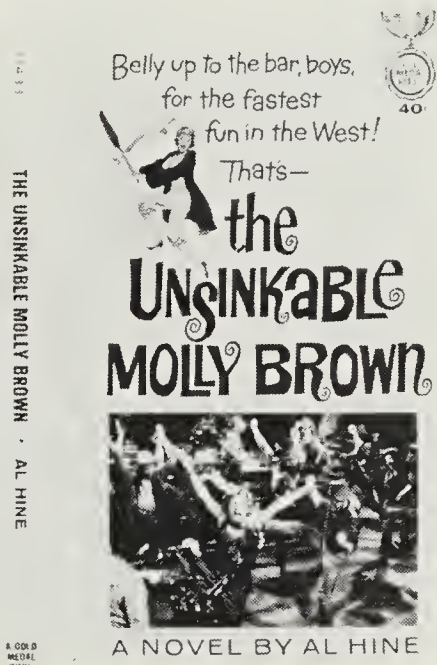
ED BEGLEY JACK KRASOVEN HERMIONE BABBELAY

Associate Producer: RUDEN EDEN - JOHN PAUL - FEEN USLOE

Music by: CHARLES WALTERS

Directed by: CHARLES WALTERS

In: PANAVISION and METROCOLOR



Special Gold Medal Books edition of "The Unsinkable Molly Brown," by Al Hine, is available for the book tie-in.

Get out of the way... or get hit in the heart! Here comes

the Unsinkable MOLLY BROWN

"Molly" Ad Art.

## ALBANY

First area showings of Iselin-Tenney's horror package through 20th-Fox, "The Horror Of Party Beach" and "The Curse Of The Living Corpse" took place simultaneously at Alan Iselin's Auto Vision Drive-In, East Greenbush; and his Turnpike Drive-In, Westmere. The New England made films were given solid newspaper, air and other promotion and "fright release" cards were distributed. Iselin plans to produce with Tenney another pair of "scaries" in southern Florida. Iselin's 1100 car Super 50 Drive-In, Schenectary-Saratoga Road, will play the package a little later. . . . Howard Goldstein operates the Dix (not Pix) Drive-In at Glens Falls. . . . The opening date for the Branche, on Route 155 in the village of Lathan, near here, has been postponed to May 14. . . . Arthur Pelton is 1964 manager of Alan Iselin's Auto-Vision, East Greenbush. . . . Mel Fein, of Iselin's 9-G Drive-In, Poughkeepsie, is an ex-radio announcer. . . . Lou Goldstein has reopened his Skylar and West Rome Drive-Ins.

### CORRECTION

We regret an erroneous item concerning the building of a new theatre in Florence, S. C. The \$500,000 indoor Capri is being built by Florence Theatres, Inc., and will be operated by them when it is opened about Sept. 1. Florence Theatres has operated theatres in this city for the past 40 years. G. E. Schnibben is president of the circuit.

## ATLANTA

Following a meeting of the Atlanta Civic Council with Mack Grimes, Bailey Theatres, picket lines were formed at all seven houses. The Civic Council had asked that major physical improvement be made on the Carver, Jonesboro Road, and other improvements made at the other houses within a 30-day period just ended. Grimes requested a 30-day extension which was refused. The theatres under attack are all colored. They are the Ashby, Carver, 81, Empire, Grove, Ritz and Royal. . . . Henry Glover, owner, Largo, Fla., and president, Motion Picture Exhibitors of Florida, announced that the organization will hold a three-day meeting May 17-18-19 at the Fort Paradise Hotel, Crystal River, Fla. This site was selected to provide members with an opportunity to golf, swim and fish between business sessions. . . . MGM employees gave a luncheon-shower for Mrs. Patricia Taylor, booking clerk, who is retiring to raise a family. . . . Curley Burnes will do the booking and buying for the new Starlite Drive-In, Milledgeville, Ga., which will open soon. . . . The new home of Mrs. Geneva Witter, sister of WOMPI president Mrs. Johnnie Barnes, was completely destroyed by fire. . . . Martin Theatres have taken over the Belmont Hills Theatre, Smyrna; and the Smyrna Drive-In, Marietta, Ga.

## BOSTON

Ben Sack has set a booking of big pictures for his Boston theatres as follows: "The Carpetbaggers," June 17, at the Music Hall. "Fall of the Roman Empire," June 17, Gary. "My Fair Lady," Oct. 28, Saxon. "Mary Poppins," Oct. 23, Gary, for 13 weeks including Christmas. . . . Ex Gov. John A. Volpe, making a run for the governorship on the Republican ticket, has chosen "Becket" for May 15 at the Music Hall as the film to raise campaign funds for his workers. . . . Sack has also booked Antonio and his Span-

ish Ballet for Oct. 13 opening for seven performances; the Leningrad Ballet for Nov. 27 opening. He has also booked the theatre for the Metropolitan Opera, which opened April 13 in their annual stand at the Music Hall. . . . Cardinal Cushing will sponsor "Mary Poppins" opening Oct. 23 at the Gary in celebration of his 25th anniversary, 43 years as a priest, 25 years as a Bishop, six years as a Cardinal.

## BUFFALO

Tent 7, Variety Club of Buffalo will honor Buffalo UA branch manager Robert L. Friedman with a farewell dinner April 27 in the clubrooms. Friedman has been promoted to the management of the Philadelphia branch of United Artists. It had previously been reported in error that Friedman was going to the Detroit office of UA. He will leave Buffalo for the new Philadelphia post later this month. Friedman has been in Buffalo for two years, coming here from Washington where he was sales manager of the UA office there. . . . Mildred S. Block, for many years assistant cashier at the local 20th-Fox exchange, died. . . . So successful was a previous coloring contest in the Union and Echo, local Catholic weekly, that manager Edward Miller, Paramount, was able to place another one, this time on "The Incredible Mr. Limpet," which brought the Paramount film a big three column splash in the widely circulated publication. Miller offered a \$25 U. S. Savings Bond as the first prize, and the next 50 best entrants each received a pair of guest tickets. Miller also tied in with the Woolworth National Tropical Fish Week promotion, which brought the Paramount attractive window displays in the Woolworth stores. . . . William Trambukis, new northeast Loew's theatres division manager, who headquarters in Providence, was in Buffalo for conferences with city manager Frank Arena and Tom Harmon, manager, Loew's Teck.

## CHICAGO

Helen A. Krupka was named Chicago advertising woman of the year. She is director of creative services for Cal Dunn Studios, Inc., producer of motion pictures and slide films. The award was the seventh sponsored by the Women's Advertising Club of Chicago. Margaret Chase Smith, U. S. Senator from Maine, presented the award to Miss Krupka at the club's annual award luncheon. . . . R. H. Apple, auditor of Alliance Theatres, has returned to Chicago headquarters after conferences in Indianapolis concerning the new Indiana sales tax and income tax as applied to theatre admissions. . . . Edward Harris has been named manager, Howard, under new Phillips operation. It was formerly operated by Balaban and Katz. . . . Nathan Cummings, Chicago financier and large stockholder of MGM, was guest of honor at the American Jewish Congress Appeal for Human Relations campaign at the Conrad Hilton Hotel. . . . "The Fall of the Roman Empire" had its press preview at the Michael Todd. Mary Waggoner was named midwest director of group sales for the film. . . . George Cobb, president, Coca Cola Company of Chicago, married Isabelle Cook at recent ceremonies. Mrs. Cobb is an executive of Donnelly Corp. . . . Paul Montague was appointed to handle publicity for midwest territory of Embassy Films. . . . Theatre trade reports that it is well pleased with increase of business during the first quarter of the year, as compared to same period last year. City amusement tax dur-

ing the first quarter of this year is in excess of \$118,000.

## CINCINNATI

Joe Alexander, RKO Albee manager, is endeavoring to induce more people to come downtown to movies on Sundays. The Albee and the Cincinnati Transit Co. are cooperating in the effort, whereby patrons coming by bus on Sundays to the Albee, will have free bus transportation back home. The plan, tentatively set for April 25, will be on trial for a month, Alexander said, and if it proves to be popular, will be expanded. . . . There is a possibility that the downtown Cox may be converted into an art house. L. S. Lawrence, Shubert interests, said, while here to complete remodeling plans for the Shubert for legitimate stage plays. The Cox and Shubert are companion theatres. . . . "My Fair Lady" has been scheduled to open at the Valley in November. . . . "The Fall of the Roman Empire" opened at the Grand under the sponsorship of the Junior Chamber of Commerce, proceeds going to Jaycee activities funds. . . . Frank L. Weitzel Booking Agency has moved to larger quarters at 1436 Jamestown St. in the Price Hill section of the city. . . . The 1,000-car Valley, Hamilton, O., owned by Cincinnati Theatres, opened for the season. . . . Victor Lewis, producer of "Country Music on Broadway," was in recently to set up promotions in the 70-80 situations scheduled for late May. . . . Jack Haynes, Cincinnati Theatres general manager, is grandpa for the fourth time—a little girl, Paula Jo. . . . Mary Ashcraft is new 20th-Fox booker's clerk. . . . John Wooten, formerly with Realart Pictures, has moved over to Universal as shipper. . . . Donald Duff, AIP manager, has resigned.

## COLUMBUS, O.

Herbert Brown, newly-appointed Loew's midwest district manager, was in town for a visit with manager Sam Shubouf of Loew's Ohio. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, said mayors, councilmen, and other interested persons from nine northern Ohio towns attended the Rotary Club luncheon at Archbold at which Prickett spoke of the dangers of towns granting community antenna television rights. Prickett said considerable progress was made and that he will reveal late developments in the anti-CATV fight in his next bulletin. . . . Loew's Ohio is now supplying ratings in the Green Sheet to moviegoers by phone. . . . Herman Hunt was gratified by the spurt in business for "Tom Jones" at Hunt's Cinestage following the selection of the feature as the year's best picture in the Academy Awards, plus three additional awards.

## DALLAS

Maryon Hudgins has been named city manager for Trans-Texas Theatres. For the past several years, he has been manager of the circuit's Capri. In his new duties he will retain managership of the Capri and supervise operations of the Fine Arts. . . . Leslie Spears has been named manager, Fine Arts, coming here from the Trans-Texas operated Strand, Wichita Falls, Tex. . . . "Dr. Strange- love, Or How I Learned to Stop Worrying and Love the Bomb" is now the long run record holder at the Fine Arts. . . . Jerry Haynes, known on WFAA-TV as "Mr. Peppermint," is giving away a living picture aquarium and 75 Arthur Godfrey recordings of "I Wish I Were A Fish," plus tickets to see "The Incredible Mr. Limpet" at the

Palace. Young viewers are asked to send in postcards with their names and addresses to participate in the prizes. . . . Raymond Willie, vice-president and general manager, Interstate Theatres, announced that contract terms had been approved by Warner Bros. for the showing of "My Fair Lady" at four theatres, the Tower, Dallas; Palace, Fort Worth; Tower, Houston; and Broadway, San Antonio, opening simultaneously on Nov. 11. According to Willie, the agreement with Warner Bros. represents one of the most important motion picture deals in the history of Interstate. The film will be shown on a road show basis at all four Texas situations. . . . Services were held for William J. Chester, 64, theatre owner and formerly a salesman for Paramount. He had operated the Palace, indoor, and the XIT Drive-In, Littlefield, Tex. . . . Paul Backus, salesman for American International Pictures, is at home recuperating after a stay in a local hospital.

## HOUSTON

Bebe Roe Walker, president of Judy Lee Jewells, flew in from Kansas City to attend the preview of "The Fall of the Roman Empire" at the Tower. The company makes many of the jewels which are worn by the stars in films. Young actress Karen Balkin was among the other celebrities attending. . . . Bob Moscow was here in behalf of "The Molesters," scheduled to open at Loew's State. There will be a give-away of 5,000 small blue whistles to ward off molesters at the film's opening. . . . Playwright Gore Vidal may pay a visit to Houston to see his version of the play, "The Best Man," at the Alley Theatre. The stage play has also been made into a screen version. . . . Sid Balkin, publicist here for Columbia Pictures, has been named special representative nationally for the full length cartoon feature, "Yogi Bear." Balkin will fly to New York, then to California, and then embark on a nation-wide tour on behalf of the film which will take him about two months.

## JACKSONVILLE

Mr. and Mrs. Fred Kent, Kent Theatres, went to Gainesville to witness the graduation of their son John from the University of Florida Law School. . . . Ed McLaughlin, Columbia manager, jetted to Chicago to attend a company executive sales gathering. . . . Betty Lamb, new WOMPI member from Meiselman Theatres, became the top scorer in the WOMPI bowling league. . . . Herman B. Meiselman, Meiselman Theatres, came in from his Charlotte headquarters to announce that C. H. "Danny" Deaver has been promoted to the city managership of his four local theatres, consisting of two indoor first-run houses, the Town and Country and the Cedar Hills, and two subrun outdoorers, the Fox and the Midway. Meiselman also stated that his circuit now has 22 operating theatres in Florida, Georgia, and the Carolinas, and that five more are under construction. . . . Florida State Theatres officers held a spring planning session here. President Louis J. Finske presided at the meeting, which was also attended by vice-president LaMar Sarra; northeast district manager Robert Heekin of this city; Bob Harris, Suncoast district manager, Tampa; Harry Botwick, Goldcoast district manager, Miami; French Harvey, circuit concessions chief; and JoAnne Starr, advertising executive. . . . The Palace, Tampa, reopened with a road show engagement of "Cleopatra" under the directorship of Donald Holcomb. . . . B. F. Goodrich has reopened his Orange Lake Drive-In, near Gainesville.

## MEMPHIS

Jim Singleton has reopened Tommie's Drive-In, Kennett, Mo. . . . Miss Martha McMillian has reopened Autovue Drive-In, Malden, Mo. . . . Commonwealth Theatres, Inc., has reopened Ozark Drive-In, Harrison, Ark., and White River Drive-In, Batesville, Ark. . . . The local WOMPI at the March meeting made plans for the WOMPI national convention in St. Louis. Juanita Hamblin and Leone Cooper outlined new money raising projects for the group. The Memphis group sponsored an Academy Award contest. J. R. Fly, Metro-Goldwyn-Meyer, was announced as the winner in the jewelry project. Miss Jessie Rae Lucy, Malco Theatres, presided over the business session of the dinner-meeting. . . . John Twiehaus has requested Film Transit to begin service for Skylark Drive-In, Clarksdale, Miss. Exhibitors' Services advises that Twilite Drive-In, Bruce, Miss., and Iuka Drive-In, Iuka, Miss., have reopened, as has Bel-Air Drive-In, Centerville, Tenn., and Skylark Drive-In, Pocahontas, Ark. . . . W. C. Schmidt has reopened Arrow Drive-In, Steepleville, Ill. . . . Harry L. Morrow, Amory, Miss., has reopened 41 Drive-In. . . . Cherokee Drive-In, Cherokee, Ala., has reopened. . . . Southern Theatre Service has announced that Lake Drive-In, Wynnburg, Tenn., reopened. . . . W. Watson Davis, advertising director of Malio Theatres, was the subject of a feature story and pictures in a recent Sunday Commercial Appeal. His career as "Sivad (Davis spelled backwards) the Monster" was discussed. Mrs. Davis was quoted as feeling that life with a part-time "monster" was full of surprises.

## NEW HAVEN-HARTFORD

Stanley Warner has decided not to renew the lease on the first-run Palace, Norwich, after June 15. SW and predecessor company, Warner Bros. Theatres, at one time had three theatres in Norwich, the Broadway, Breed, and Palace. . . . Brooks LeWitt, owner-operator, Berlin Drive-In, Berlin, has a new policy of serving free coffee at late intermission time each night. . . . Richard Wilson, Lockwood and Gordon's East Windsor Drive-In, is hopeful of hosting a number of area performers during pre-screen time this summer. WNHC-TV's "Admiral Jack" was first "live" attraction, distributing autographed photos. . . . Sam Hart, Allied Artists field exploitation force, conferred with Ray McNamara, Allyn, Hartford, on "The Strangler" promotion. . . . Leonard Sampson, partner in the Nutmeg Theatre Circuit, New Haven, has resumed his duties following an intensive checkup at the New Haven Hospital-Medical Center. . . . Nutmeg's County Cinema, Fairfield, has product through mid-summer. Universal's "The Brass Bottle," UA's "From Russia With Love," and Universal's "Bedtime Story." . . . George M. Coggan, Miami Beach, Fla., has filed Connecticut Superior Court suit against Marie Theatres, Inc., Norwich, for \$20,000 damages. Coggan charges that the theatre firm, which is headed by Nicholas Zeo, Jr., Springfield, Mass., defaulted on a \$10,000 note dated Jan. 31, 1962, and payable Jan. 31, 1964. Pending hearings, an attachment has been placed on the theatre company's Plainfield (Conn.) Indoor-Outdoor Theatre.

## NEW ORLEANS

At the festive dedication of Variety Club, Tent 45's new quarters on the second floor of the 150 South Liberty Street Building, Chief Barker Page M. Baker presented a check for \$2,600 to the Crippled Children's Hospital for the purchase of a station wagon; and a

check for \$1,000 to the Cottage School for Deaf Children. Another presentation was a plaque to the Ladies Auxiliary of the Tent for their part in helping to raise over \$500,000 for charitable projects of the Tent in the last three and one half years. The christening of the new quarters of the club brought out the largest gathering of members and guests that the tent has ever entertained since its founding in 1956. . . . The recent WOMPI rummage sale was a great success according to Mrs. Marie C. Berglund, president of the club. . . . Walt Guarino, manager, Saenger, reported that with the streamlining of the decor of the theatre, changing it from one to two theatres, much of the objects of art are being removed and will be sold at auction by Morton's Galleries.

## PHILADELPHIA

A proposal for a 900-car drive-in on Grant Avenue east of Roosevelt Boulevard was rejected by the Zoning Board of Adjustment despite previous recommendation by the City Planning Commission. Ellis Theatres was to have operated the spot. . . . Robert L. Friedman, of Buffalo, will succeed Albert Glaubinger as manager of the local United Artists exchange. Glaubinger has been promoted to the post of central division manager. . . . The local Arcadia was closed last week for remodeling. . . . Warners' "My Fair Lady" has been set for an Oct. 28 opening at the

# CLARK TRANSFER INC.

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Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

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Theatre Installations  
and Maintenance

SW Stanley on a reserved seats basis. . . . Michael J. O'Neill, former president of Liberty Bell Park and previously advertising director of TV Guide, has been named vice president and corporate relations director of Young and Rubicam, Inc. He will take charge of the public relations department, previously headed by Henry Woods. . . . Milt Young, Columbia exploiter, and Irving Blumberg, Warner Bros. Pictures' press man, chairmanned a dutch treat luncheon at the Poor Richard Club in honor of veteran press agent Eddie Rosenbaum, on the occasion of his 80th birthday. . . . The 1500 car White Horse Pike Drive-In, White Horse Pike and Route 295, three miles from Collingswood Circle, N. J., was opened by Sameric Theatres. Featured were twin commissaries, twin restrooms, a supervised playground for kiddies, 70mm projection, and free electric heaters.

## SAN ANTONIO

Tommy Ivo, motion picture star from Burbank, Calif., is scheduled to be a visitor here on May 2 when he brings his racing car here to try and establish a new speed record. . . . R. A. Barron, owner, Independent Theatre Supply Co., the oldest such company in the city, has announced that he has purchased the complete equipment of the Grand, Granger, Tex., which has been closed since about 1958. Barron has also added Miss Teresa Ramirez to the office staff. She is able to speak Spanish fluently to aid the Spanish speaking patrons coming in for their supplies. . . . Tom Powers, city manager, Cinema Arts Theatre, has invited members of the San Antonio Bar Association, the clergy, and others to a special screening at the Josephine of "Point of Order," the documentary on the Army-McCarthy hearings. . . . George Watson, city manager, Interstate Theatres, has announced that Warner Bros. "My Fair Lady" will open at the Broadway on Nov. 11. The film will open simultaneously at Interstate Theatres in Dallas, Fort Worth, Houston, in addition to San Antonio. . . . Lynn Krueger, manager, Majestic, downtown flagship of the Interstate Circuit, has announced a contest is being conducted in conjunction with the showing of "The Seven Faces of Dr. Lao." The contest is being conducted together with the San Antonio Light and offers a prize of \$100 plus a year's subscription to the newspaper for identifying the seven faces worn by Tony Randall in the film. . . . Local police have booked the operator of a downtown amusement center for possessing and exhibiting lewd film after vice squad officers confiscated 49 reels from the establishment. The police said 19 of the 16mm films were "definitely lewd" and that they would view the other 30 reels. If these films are not lewd, they will be returned to the owner. Also confiscated were seven movie projectors and four booths. Viewers paid 50 cents to see a minute and a half show. . . . W. L. Samuel, manager, Rialto, Denison, Tex., found two of the asbestos curtains that marked the vaudeville era of the American theatre, sought by the Hoblitzelle Theatre Arts Library at the University of Texas in Austin, Tex. The curtains were found in the fly loft of the Rialto. The theatre is owned by the Interstate Circuit headed by Karl Hoblitzelle, Dallas philanthropist and dean of Texas theatre owners, who established the theatre library project. . . . J. Wood Fain has sold his Texas, indoor, and Jasper Drive-In, Jasper, Tex., to Fred Munsell. . . . Mr. and Mrs. Howard Cox have reopened the Cox Drive-In at Muleshoe, Tex., for the summer.

## SEATTLE

Seattle has been added to the nearly 30 American cities that will see a closed-circuit tv spectacular on May 14, sponsored by the National Association for the Advancement of Colored People. The telecast will be at the Music Hall, and will be two hours in length, preceded by a 45 minute stage entertainment provided by the local chapter. The coast-to-coast program, featuring top performers of stage, screen, and the arts, will originate live from New York and Los Angeles, with national co-chairmen Sammy Davis, Jr., and Ed Sullivan for the east coast, and Lena Horne and Steve Allen for the west coast. Tickets are now available from volunteer sellers at the Bon Marche and suburban box offices. Prices range from \$2.50 to \$25 for special

## Md. Censors Powerless To Ban "Promises" Film

BALTIMORE, MD.—A film scheduled to open at a downtown Baltimore theatre was described by a spokesman for the State Board of Motion Picture Censors of Maryland as "offering nothing but silliness and displays of nudity from knee caps up to the neck."

Elwood Gebhart, executive assistant to the agency, continued that the board would have preferred not to license the film, "but decisions by the courts left us no choice." The board didn't feel it could win a court case against the film.

While the movie would be considered "a waste of time" by most adults, Gebhart said the board questioned the effect it might have on persons under 18.

The movie, starring Jayne Mansfield, is entitled "Promises, Promises!"

Previews currently being shown have resulted in so much public criticism that the board issued a statement, signed by its chairman Norman C. Mason, in connection with the film.

"But nevertheless, we recognize that it is our sworn duty to execute the laws of this state as enacted by the General Assembly and interpreted by the courts.

"In the face of a 1963 Maryland Court of Appeals decision that a similar film was not obscene in the legal sense of the word, the board could not refuse to license this film."

Mason declared that the "constantly narrowing legal definition of obscenity emphasizes the need for legislation to protect young people from displays which, although they may not be legally obscene, are nevertheless disgracefully gross and wanton."

Gebhart described the film as "completely senseless." He commented that if the scenes of "the voluptuous Miss Mansfield's nude sequences were cut it wouldn't affect the context, since there is hardly any story line."

Gebhart noted that it is possible for the board to recall a film which has been licensed and rescind the license, but he added that such action is "very rare."

He noted that the board did not object to any dialogue in the film. The majority of the nude scenes, he said, were "flashbacks."

He revealed that the board's office has received numerous calls from persons wondering "how we could allow such a film to be shown here." He emphasized that the board, in the face of court actions, had no choice.

## Major Warner Aids Hosp.

MIAMI, FLA.—Major Albert Warner, one of the founders of Warner Brothers and a member of the board, has presented a \$1,000,000 check to the board of trustees of Mt. Sinai Hospital to help finance a new convalescent building. The new building to contain 100 beds will be called the Albert and Bessie Warner Pavilion.

patron seats. Assisting the local chapter of the NAACP in promotion and administration will be Northwest Releasing Corp. Those named by the association who will be in charge of local arrangements include Seattle branch president E. June Smith; overall chairman Philip Burton; Odell Lewis, finance chairman; Cordell Jackson and Bob Gray, youth co-ordinators; and Louise Thompson, ticket sales. . . . Carl Handsaker, 20th-Fox branch manager, was in Kennewick to confer with Howard McGhee of Midstate Circuit. . . . Mrs. Sally Dustan, formerly Fred Danz's secretary, is now working as public relations assistant at Sterling Theaters.

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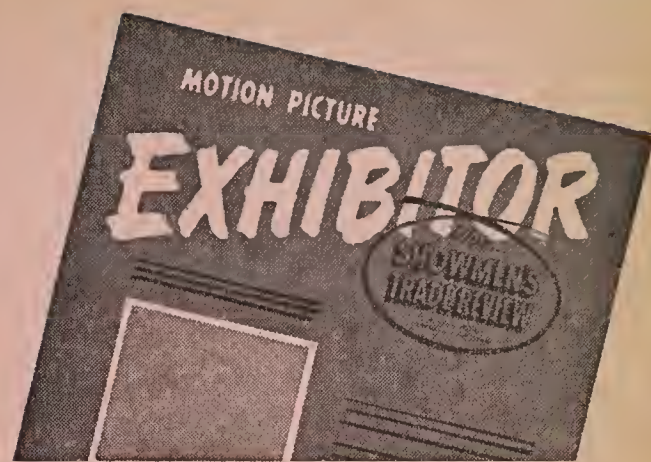
# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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SECTION TWO  
Vol. 71 No. 16

APRIL 29, 1964

## ALLIED ARTISTS

### Never Put It In Writing

COMEDY  
93M.

Allied Artists  
(Filmed in Ireland)

ESTIMATE: Cute suspense comedy.

CAST: Pat Boone, Milo O'Shea, Fidelma Murphy, Reginald Beckwith, Harry Brogan, Nuala Moisselle, John Le Mesurier, Sarah Ballantine, John Gardiner, Colin Blakely. Written, produced, and directed by Andrew Stone; associate producer, Henry Wolveridge.

STORY: Pat Boone, insurance executive stationed in Ireland, expects a promotion and is incensed when he doesn't get it. The boss' nephew has been given the job. He writes a nasty letter of resignation and mails it, after which he contacts friend Milo O'Shea at a rival firm, who has offered him a job. Complications result and the job is no longer available. Meanwhile, Boone receives word that he had not been overlooked and that he was to be promoted to vice-president and junior partner. He and O'Shea try to get the letter back, but the red tape is insurmountable. Postal clerk Fidelma Murphy is sympathetic and has a drink with them, after which she tries to get the letter for him but is caught. All three are arrested but manage to get away, and he asks her to stay with him. He promises to make her his secretary in London. They hire an Italian pilot with a rickety plane and little experience, and manage to reach London after eluding the police and coming through a rough ride. Boone tries to get the letter at the office of president John Le Mesurier, but the latter's nephew gets hold of it first. He tries to get Le Mesurier to read it, but the opportunity doesn't present itself. Finally, at a big dinner, a diversion allows Murphy to switch letters, and Le Mesurier reads one which states that Boone resisted another position even though it paid more.

X-RAY: Cute complications by the score are to be found in this generally fast-moving entry that should do okay as part of the show. Audiences seeking lightweight fun should be pleased by the result. The performances are okay, and direction and production are good, with Irish exteriors another plus value.

AD LINES: "Fun Galore For Everyone"; "Be Careful What You Put In Writing—The Result Could Lead To All Kinds Of Complications."

### The Thin Red Line

MELODRAMA  
99M.

Allied Artists  
(CinemaScope)

ESTIMATE: Good war film.

CAST: Keir Dullea, Jack Warden, James Philbrook, Ray Daley, Robert Kanter, Merlyn Jordan, Kieron Moore, Jim Gillen, Steve Rowland, Stephen Levy, Mark Johnson. Pro-

duced by Sidney Harmon; executive producers, Lester A. Sansom and Bernard Glasser; directed by Andrew Marton.

STORY: As his company lands at Guadalcanal, private Keir Dullea is determined to survive and steals a pistol to help, arousing the taunts of sergeant Jack Warden. A feud between the two gets under way. When Dullea is forced to kill his first enemy soldier, Warden shrugs off the experience. Dullea is a pretty effective combatant from that point on, taking a machine gun nest and destroying it, etc. He and Warden clear a minefield, but it doesn't bring them any closer. They also survive an ambush after which the relatively few remaining men set out to take a cliff full of caves holding the enemy. As they mop up the labyrinth, Warden saves Dullea from death by taking a bullet intended for him. He dies in Dullea's arms.

X-RAY: A rough, tough war film is this entry based on the attention-getting novel by James Jones, and there is plenty of action. The cast performs well, and direction and production are very capable. If audiences are of a mood to see a blood-and-guts war picture, then they should be well satisfied with the film. Bernard Gordon wrote the screenplay.

AD LINES: "War Is Hell And They Lived Through A Lot Of It"; "The Word Was 'Go' And They Let Nothing Stand In Their Way."

## AMERICAN-INT.

### Black Sabbath

MELODRAMA  
99M.

American International  
(Pathecolor)  
(Italian-made)  
(English dialogue)

ESTIMATE: Three-part horror entry is well-made, intriguing.

CAST: Boris Karloff, Mark Damon, Susy Andersen, Jacqueline Pierreux, Milly Monti, Gustavo De Nardo, Michele Mercier, Lidia Alfonsi. Directed by Mario Baba; associate producer, Salvatore Billitteri.

STORY: "A DROP OF WATER"—Nurse Jacqueline Pierreux goes to attend elderly Milly Monti, whom she finds dead. She steals a diamond ring from a finger of the corpse. At home that night, she is terrorized by the sound of dripping water. She sees the ghost of Monti, which kills her. Police diagnose her death as a heart attack although her finger is discolored as if a ring had been torn from it. "THE TELEPHONE"—Michele Mercier, young lady about town, has her life threatened by a series of telephone calls which drive her to distraction. She gets her girl friend, Lidia Alfonsi, to stay with her until the danger passes. While Mercier is asleep, the ghost of a man she betrayed slips into the apartment and strangles Alfonsi, thinking it was Mercier. When he discovers his mistake, he turns to kill the sleeping Mer-

ciar, who reaches for a knife and plunges it into his heart. As he dies, the telephone rings again and his voice says she will never kill him and will be tormented forever. "THE WURDALAK"—Mark Damon, Eastern European nobleman, seeks shelter at a mysterious farmhouse inhabited by elderly Boris Karloff and his family. Karloff has recently killed a local bandit. His sons drive a sword through the heart of the corpse to prevent it from becoming a wurdalak, a vampire corpse thirsty for the blood of the living. The family is afraid Karloff will become a wurdalak. Damon and youngest daughter Susy Anderson become attracted to each other. Karloff changes to a wurdalak and kills one son and his small grandson. Damon persuades Anderson to leave the cursed farmhouse. They seek refuge in an old convent. Karloff kills the rest of his family and comes after Anderson, whom he also claims. She, in turn, kills unsuspecting Damon while they are locked in an embrace, bringing the wurdalak cycle to its climax.

X-RAY: Boris Karloff acts as master of ceremonies here as well as appearing in the last, and lengthiest, of the episodes. As his sinister, suave self, he kiddingly dares the audience to witness what is about to transpire. As "The Wurdalak," he turns in a superb performance. The entire cast is fine. Brilliantly photographed in Pathecolor, the film, with its plush as well as eerie settings, takes on a very artistic aura. The only fault is that for the uninformed in ghostly and vampire lore, there seems to be lack of explanation in the abrupt but shockingly potent endings of the various episodes.

AD LINES: "That Old Master Of Horror—Boris Karloff—Dares You To Witness 'Black Sabbath'; 'A Horror Film Bringing To Life Vampires And Ghosts.'"

### Goliath and the Vampires

MELODRAMA  
91M.

A-I

(Italian-made)  
(Colorscope)

(Dubbed Into English)

ESTIMATE: Interesting spectacle.

CAST: Gordon Scott, Gianna Maria Canale, Jacques Sernas. Directed by Giacomo Gentiloma; a Dino De Laurentiis presentation.

STORY: When Gordon Scott (Goliath) returns to his village, he finds that a band of mysterious masked men had raided it, destroyed the village, killed the men, and abducted the younger women, including Scott's girl friend. He follows and meets Jacques Sernas, who offers aid in overthrowing the band of raiders on their mysterious island, which is ruled by a monster possessing supernatural powers. The Sultan, under the monster's domination, is eventually killed, and Scott overcomes a number of obstacles and tests of his strength, besting the monster. Sernas becomes the new ruler, and the reign of evil is over.

X-RAY: This tale is a complicated affair with enough material in it for several pictures. The plot angles go off in several



directions. There is enough interest to hold audience attention; the performances are adequate; and the direction is serviceable. The production values and color are impressive. With enough of a campaign, it could account for itself well enough at the boxoffice.

AD LINES: "The Mighty Goliath Faces A Most Unusual Enemy," "Monster vs Goliath . . . The Mightiest Battle Of Them All."

## COLUMBIA

### Psyche 59

DRAMA  
94M.

Columbia  
Royal Films International  
(English-made)

ESTIMATE: Psychological drama with femme-appeal.

CAST: Curt Jurgens, Patricia Neal, Samantha Eggar, Ina Bannen, Beatrix Lehmann, Elspeth March, Sandra Lee, Shelly Crowhurst. Produced by Phillip Hazelton; directed by Alexander Singer.

STORY: Wealthy industrialist Curt Jurgens is happily married to blind Patricia Neal. They have two daughters. Neal's sister, Samantha Eggar, comes to stay with them in London after her marriage breaks up. It is obvious that there is something in the past between Eggar and Jurgens. Neal tells Eggar that her blindness is psychosomatic. Doctors say she is afraid to see. Eggar sets out to provoke Jurgens, appearing before him in revealing negligees and seeking him out when they are alone. He resists her advances, but Neal also feels the tension. During a visit to Neal and Eggar's grandmother, events come to a head. Eggar falls off a horse and Jurgens carries her to her room. Neal arrives and hears Eggar crying. The past comes back and she realizes that her blindness began when she found Jurgens and Eggar in bed together. Jurgens admits his love for Eggar. Eggar forces him to make a public announcement by saying she plans to marry Ina Bannen, long-time friend who courted both sisters. Jurgens breaks down completely. Neal, who has regained her sight, also is set free by his admission that he must have Eggar.

X-RAY: Excellent performances lift this out of the soap opera classification, although it will still find most favor with the ladies. The psychology tends to get a bit murky at times, and there is a lot of talk. Still, interest is generally well maintained. Neal and Jurgens are fine, but most of the attention will probably center on newcomer Samantha Eggar. The girl is a real beauty, provocative and shapely and a talented actress as well. Look for bigger and better things in the future for Miss Eggar. Neal's Academy Award may also help the gross on this one. It is not a pleasant story, but it is well told, and production and direction are good. In the main, it is adult fare. Aim it at the gals. Screenplay is by Julian Halevy. Just what the title means is anybody's guess.

AD LINES: "The Screen Prowls The Darkest Corridors Of The Human Mind To The Lonely Place Where Lust Hides"; "Passion Can Be Stormy Or Silent . . . Exquisite Or Electric . . . But When A Man Yearns For His Wife's Sister, It Can Only Be Damnation."

## 20th-FOX

### The Third Secret

DRAMA  
103M.

20th-Fox  
(English-made)  
(CinemaScope)

ESTIMATE: Fair program entry.

CAST: Stephen Boyd, Jack Hawkins, Richard Attenborough, Diane Cilento, Pamela

Franklin, Paul Rogers, Alan Webb, Rachel Kempson, Peter Sallis, Patience Collier, Peter Copley. Produced by Robert L. Joseph; directed by Charles Crichton.

STORY: Psychiatrist Peter Copley is found dying from a gunshot wound, and the few words he whispers, plus other evidence, leads to a coroner's verdict of suicide. He had restricted his patients to just a few, and one of these was television commentator Stephen Boyd. Boyd is accosted by the 14-year-old daughter of the dead man, Pamela Franklin, who refuses to believe the suicide verdict. She asks him to find the person responsible. Reluctant to become involved, he finally agrees. She supplies him with the names of the other patients including judge Jack Hawkins, art dealer Richard Attenborough, and secretary Diane Cilento. Also involved are the dead man's former associate and his sister and brother-in-law, with whom Franklin is staying. Boyd investigates each and learns that while Copley was not supposed to have had any records, he did have a summer cottage where records were kept. He also learns that Franklin was a patient and that she was responsible for her father's death when she was another personality. She is hospitalized and someday may be cured. Boyd promises to visit her.

X-RAY: This first film for Broadway producer-playwright Robert L. Joseph is a talky, involved entry that shows spurts of warmth and feeling now and again but then drops off to more conversation. The impressive cast is adequate, and direction and production are average, with the whole shaping up as okay for the art spots or for the program in regulation houses. The "names" are, perhaps, the best selling points for the film. Screenplay is by Robert L. Joseph.

TIPS ON BIDDING: Fair program rates.

AD LINES: "Was It Murder Or Suicide? A Thorough Investigation Would Tell"; "What Was His Secret? Why Was He Willing To Die For It? Don't Miss The Shocking Answer To These And Other Questions."

## UNIVERSAL

### The Evil Of Frankenstein

DRAMA  
86M.

Universal  
(Eastman Color)  
(English-made)

ESTIMATE: Effective horror drama.

CAST: Peter Cushing, Peter Woodthorpe, Sandor Eles, Duncan Lamont, Katy Wild, David Hitchenson, Caron Gardner, Tony Arpino, Kiwi Kingston. Produced by Anthony Hinds; directed by Freddie Francis.

STORY: Peter Cushing, as Baron Frankenstein, and his assistant, Sandor Eles, await the arrival of a body snatcher so that they can continue an experiment using the heart of the dead man. He has the organ working when they are interrupted by a priest, who calls Cushing names as he smashes the equipment. He leaves to summon help, and Cushing and his assistant flee, heading back to his old castle in a mountainous European country, where he was once driven away after having made a monster come alive. He was warned to stay away; but he figures that the peasants have short memories. They find that the village has a fair and go unnoticed. Enroute, they chase away some bullies who are tormenting deaf and dumb beggar girl Katy Wild. They find the castle a mess, with everyone gone and the interior ransacked to the bare walls. They return to town where Cushing recognizes his old adversaries, the chief of police and the burgo-meister, with the latter wearing a ring stolen from Cushing. Cushing creates a scene and is almost arrested, but they take refuge in the tent of hypnotist Peter Woodthorpe. They flee to the mountains where they are found by Wild, who offers them food and the

hospitality of her cave. Cushing also finds preserved in the ice the body of the creature he created years ago. They thaw it and take it to the castle, where Cushing creates a makeshift laboratory. They reanimate the creature, but its brain is dormant. They enlist the aid of Woodthorpe to try hypnosis. The creature comes to life, but it is evident he is under the control of Woodthorpe, who becomes a partner. He sends the creature into town for gold and to punish the police chief and the burgo-meister. He kills the latter, and Cushing ejects Woodthorpe. Woodthorpe orders the creature to kill Cushing. There is a showdown in which Woodthorpe is killed, and the lab is set afire, burning both Cushing and the creature. Eles and Wild escape and watch the castle's destruction from a distance.

X-RAY: Exhibitors will probably find that the Frankenstein name still has some value despite the continued exposure on television and via the reissue route. There are some scary passages, and interest is well maintained in this latest exploitable entry. The performances are good, and direction and production are adequate. It is being released as part of a horror exploitation package with "Nightmare." The story and screenplay are by John Elder.

AD LINES: "Horror Roamed The Countryside As Baron Frankenstein Tried A New Experiment"; "A Shocking Thriller From The Greatest Horror Creator Of Them All—Baron Frankenstein."

## Nightmare

DRAMA  
83M.

Universal  
(Hammerscope)  
(English-made)

ESTIMATE: Interesting psychological mystery.

CAST: David Knight, Moira Redmond, Brenda Bruce, Jennie Linden, George A. Cooper, Irene Richmond, John Welsh, Timothy Bateson, Clytie Jessop, Hedger Wallace, Julie Samuel. Produced by Jimmy Sangster; directed by Freddie Francis.

STORY: Jennie Linden is a disturbed youngster of 17 at a private girls' school. She has been having nightmares, which disturb the others. The school sends her home escorted by Brenda Bruce, a sympathetic teacher. Linden is disturbed that her guardian, David Knight, is not there to meet her, but instead, they are met by likeable chauffeur George A. Cooper. At the large house, they are welcomed by housekeeper Irene Richmond and by stranger Moira Redmond, who has been sent by Knight to be a companion. In reality, she is a nurse. It develops that six years ago, Linden witnessed her mother killing her father, after which the mother was confined to a mental institution as mad. The girl fears that she too, is mad. The days and nights that follow are disturbing to Linden, who has frightening dreams at night and sees apparitions during the day that are not witnessed by any others. The local doctor thinks she should be sent to a sanitarium, but Knight won't hear of it. He agrees to call a specialist in, and during the next confrontation on Linden's birthday, she also meets Knight's wife, who resembles the figure that has been stalking her. In a lost and terror-filled moment, she kills Knight's wife. She is confined to a mental hospital, and soon afterwards, Knight and Redmond are married. It turns out that Redmond was behind the plot to drive Linden mad. On their honeymoon, Redmond wonders about Knight and some of his statements. Back at the house, she suspects that he is having an affair with another woman and becomes convinced that he is trying to drive her out of her mind. She calls the sanitarium and learns that Linden escaped. She figures that Knight and Linden teamed up to get rid of her. She takes the initiative and kills Knight. It turns out that Bruce, Cooper, and Richmond decided to pay Knight

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**Nightmare**

(Continued from page 5162)

and Redmond back for what they did to Linden. The latter will recover and be well again, Redmond learns, as the others summon the police.

**X-RAY:** Interest and suspense are to be found in generous measure here as the plot unfolds. A pair of lovers conspire to drive a rich, young girl mad and to murder. The acting is competent, and direction and production are adequate. The entry is being teamed with "The Evil of Frankenstein" as part of a horror package. The screenplay is by Jimmy Sangster.

**AD LINES:** "They Tried To Convince A Young Girl That Murder And Madness Walk Hand-In-Hand"; "An Intriguing Adventure In Suspense."

boast excellent performances by its little known cast, especially those of Arch Hall, Jr., and Marilyn Manning, the sadistic killer and his imbecilic girl friend. Thanks to them and to taut direction, powerful and terrifying suspense is generated. It is not an easily forgotten film, and the terror is apt to shock many. If properly sold, this can do nicely as part of the program in exploitation spots.

**AD LINES:** "A Human Volcano Of Unpredictable Terror"; "Beware This Killer Kook—and His Girl."

feminine charms. The dubbing is not the best of jobs, and the film editing is not at all even. Strictly French in scope, this may find its place in the exploitation spots where the study in torrid lust and passion can get by. There is nothing to recommend it beyond its fast-buck possibilities.

**AD LINES:** "A Film Of Daring Frankness"; "Uncut and Uncensored—The Full European Version—For Adults Only."

**MISCELLANEOUS**

**The Sadist**

DRAMA  
90M.

Fairway-International

**ESTIMATE:** Fascinating but unpleasant character study.

**CAST:** Arch Hall, Jr., Helen Hovey, Richard Alden, Don Russell, Marilyn Manning. Produced by L. Steven Snyder; written and directed by James Landis.

**STORY:** Richard Alden, Don Russell, and Helen Hovey, three small town high-school teachers enroute to a ball game, have car trouble and stop at a deserted garage on a lonely road. They are confronted by sadistic killer Arch Hall, Jr., and his imbecilic girl friend, Marilyn Manning, wanted for a dozen killings on the highways. Hall wants their car to make good an escape, and torments Alden, Russell, and Hovey while Alden tries to fix the car. Unable to outwit Hall, the men are killed by him along with two unsuspecting motorcycle patrolmen who stop by. During the confusion, Hall accidentally kills Manning. This drives him utterly insane. Trying to escape, Hovey runs off into the desert. Chasing her, Hall falls into a dry water well, now a den of rattle snakes. He meets a horrible death as Hovey, unconscious of what has befallen the killer, but mindful that some miracle must have happened, pauses beside the car's radio which is still broadcasting the ball game.

**X-RAY:** More a character study than anything else, this unpleasant melodrama can

**FOREIGN**

**Sin On The Beach**

DRAMA  
75M.

American Film Dist. Corp.  
(Dyaliscope)

(French-made) (Dubbed in English)

**ESTIMATE:** Sex-drenched romance for exploitation spots.

**CAST:** Sylvia Sorrente, Monica Just, Michael Lemmon. A Jose Benazeraf production.

**STORY:** Strip tease artiste Sylvia Sorrente and composer Michael Lemmon have been living together, but Lemmon finds the relationship waning. They come in winter season to a small seaside resort managed by Monica Just, whose husband is slowly dying. Just becomes enamored of Lemmon, and he wonders if this is the sanctuary he is looking for. The husband dies and Lemmon tells Just that she must keep both Sorrente and him permanently or he will tell the police she hastened her husband's death. Just agrees. Angered and bored, Sorrente tries to seduce the dim-witted bartender. Just happens upon them while Sorrente is rehearsing a strip-tease number before the bartender. Hoping to break up the romance between Sorrente and Lemmon, Just seduces her and then tells Lemmon. Angry, he leaves with Sorrente, leaving Just alone. They finally part, and Lemmon returns to Just. They consummate their love on the deserted beach. Sorrente returns to blackmail Just on her own. Reunited, Sorrente and Lemmon again leave the hotel, and Just is alone.

**X-RAY:** Definitely for adults only, this film has no excuse other than its stressing from beginning to end its unsavory, sex-drenched romance triangle. Sorrente and Just are both lavish in the display of their

**The Young Go Wild**

MELODRAMA  
88M.

Manson Dist Corp.

(German-made) (Dubbed in English)

**ESTIMATE:** Fair, exploitable juvenile delinquency meller.

**CAST:** Peter Van Eyck, Christian Wolff, Heidi Bruhl, Corny Collins, Hans Nielsen, Erica Beer, Walter Clemens, Richard Munch, Alice Treff, Wolfgang Koch, Claus Wilcke, Jorg Holmer. Directed by Alfred Vohrer.

**STORY:** Christian Wolff, son of well-to-do parents, is expelled from school for an act for which he is not entirely to blame. He feels betrayed and alone, and is made leader of a gang formed by his fellow students. To show courage, each member has to steal something. Wolff makes contact with fence Walter Clemens in order to unload some of the loot for money needed for the gang's parties. Clemens lives with Erica Beer, a woman of easy virtue, and it is here that Wolff meets and falls in love with Heidi Bruhl, an orphan who has run away from a home and lives with them. Corny Collins, Wolff's gang girl, is jealous and tells Wolff that Bruhl is Clemens' mistress. Wolff surprises Clemens attempting to rape Bruhl. The men fight and Bruhl runs away. Later Clemens is found murdered, and Wolff is sentenced to five years imprisonment. Prison doctor Peter Van Eyck believes Wolff's story, however, and his investigations prove Beer and not Wolff is the guilty person. Bruhl reappears and promises to wait for Wolff, whose sentence has been reduced to one year.

**X-RAY:** This German-made study in juvenile delinquency has been well made and is nicely enacted by its cast. An exploitable subject matter, although of trashy nature, holds the interest well, and the film, excellently dubbed in English, may get by as part of the duallers in non-fastidious spots. There is enough action of an adult sort.

**AD LINES:** "Teenage Passions Run Riot"; "Youth Caught In The Turmoil Of Frustration and Passion."

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APRIL 29, 1964

SECTION THREE  
Vol. 71 No. 16

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## Personal Appearances Launch AIP's "Muscle Beach Party"

Jet flown from Hollywood into more than 40 cities, nine stars and five company officials chalked up a record 286 radio interviews, 215 TV appearances and 197 newspaper interviews to launch American International's "Muscle Beach Party" as another box office blockbuster.

Making the whirlwind public appearance tours and attracting crowds ranging from 50 parading hotrodders at San Francisco airport to 5,000 screaming fans at a shopping center autograph party were Frankie Avalon, Annette Funicello, John Ashley, Jody McCrea, Morey Amsterdam, Darlene Lucht, Amedee Chabot and Dolores Wells, all of whom appear in the hit musical.

Editorial space claimed by the Hollywood personalities totaled more than 368 galleys of type and 173 multiple-column pictures, along with over 400 column items.

Also plugging the new hit and other company productions were James H. Nicholson, president; Samuel Z. Arkoff, executive vice president, who returned from Rome for premiere activities; David J. Melamed, vice president; Milton Moritz, ad-publicity director; AIP sales chief Leon P. Blender and a brigade of AIP exploitation specialists in each city.

Yacht parties, exotic dinners, Variety Club luncheons, fashion shows, home shows shopping center openings and kleig-lighted theatre openings highlighted the activities of the filmland actors and officials who collected the keys to 12 cities from Milwaukee to Miami.

Hypoing the "Muscle Beach Party" world premiere in San Francisco were Nicholson, Annette Funicello, Frankie Avalon, Morey Amsterdam and Jody McCrea.

John Ashley and Dolores Wells kicked off the Midwest premiere in Detroit, followed by appearances in Saginaw, Flint, Pontiac and other Michigan cities, Ashley also flew to Toronto for the Canadian premiere.

Darlene Lucht, a former "Miss Milwaukee," returned to her home city and state where she garnered the keys to four cities and a 35-pound cake.

Amedee Chabot, a former "Miss USA," dazzled thousands of movie fans in Omaha and Lincoln, Nebraska and Sioux City, Iowa.

Jody McCrea autographed 5,000 photos in Oakland, Berkley, Richmond, Sacramento and other Northern California cities, while Frankie Avalon jetted cross-country to tour Florida and Carolina cities.

Contest phases of the nationwide exploitation program attracted more than 200 weight lifters out of their gymnasiums to compete for local titles as "Mr. Muscle Beach Party."

## Klemp And True Suggest Some Things That Will Pull Patrons Your Way

### Chinese Food And "Dr. Lao"

Metro-Goldwyn-Mayer's comedy-fantasy "The 7 Faces of Dr. Lao" is being promoted throughout the country through the combined efforts of exhibitors and local Chinese Restaurants. The local emporiums of exotic Far East Fare will offer a special "7 Tastes of Dr. Lao" menu, featuring Dr. Lao Chicken Ambrosia, Baked Joy of Future, Stuffed Dragon Toe, Many Happy Flavors, Golden Kernels of the Orient, Delight of Hawaiian Sun, and Nectar of Slender Lotus (tea). The price of the meal will also include a ticket to "7 Faces of Dr. Lao."

### For Your Showmanship File

Who says there's nothing new in the world of motion picture showmanship?

Starting with the West Coast Premiere of "The Best Man" at the Fine Arts Theatre, Los Angeles, the openings of the United Artists release will be marked by the distribution of unique plastic emery board nail files which present an imprint of the film's playdate and ad copy tag line on the smooth side.

Some timely tips on how theatre business may be increased were given out by Fred C. Klemp and Dr. Herbert True, of the Klemp-True Organization of Prairie Village, Kan., at the recent Show-a-Rama in Kansas City. Posing the suggestions as questions, the pair asked:

Have you considered—

Making your theatre available—during off hours—to women's clubs, service clubs, local businesses, churches, civic groups for their own conventions, sales meetings, programs, fund raising affairs, receptions, recitals, bazaars, etc? (One movie house even rented its foyer for catered luncheons.)

Publicizing that "It's smart to go to the movies again."—"It's a family event to go to the movies."?

Making arrangements with local parking lot operators to pay for patron's parking?

Publicizing the fact that the Rt. Rev. Msgr. Thomas F. Little, Executive Secretary of the National Legion of Decency, said recently, "More than 80% of all films reviewed during the last year were judged morally unobjectionable for some segment of the audience—and, in the case of domestic film, it was 85.11%?"

The importance of changing the pressbook advertising copy so it will be acceptable, at—

(Continued on page EX-584)



Starlet Darlene Lucht, former "Miss Milwaukee," was recently greeted in that town to promote American International Pictures' "Muscle Beach Party," in which she appears. She is seen at Billy Mitchell Field with a mass of "beefcake" and a bevy of local lovelies.

# Keith, Cincinnati, Has Travel Contest For U's "Man's Favorite Sport"

If you were to play "Man's Favorite Sport" at your theatre, what kind of promotion would you have?

A contest with fishing gear as a prize would fit in nicely with the film or perhaps some golf equipment, but how does this sound—an all expenses-paid trip for a week in Denmark? Not bad-eh?

When Carl Ferrazza, Universal field man, and Odis R. Owens, manager of the Keith Theatre, Cincinnati, were casting around for promotional ideas for "Man's Favorite Sport," they decided that a trip to some far-away spot would create interest in a contest because most everyone enjoys traveling.

The contest had tremendous appeal with thousands of entries filed during the film's three-week run at the Keith.

The prize is an all expenses-paid, one week trip to Denmark for two people in Mid-July, the peak of the tourist season. The trip includes round-trip transportation by air from Cincinnati to New York, then via the Scandinavian Airlines System to Denmark. The couple will be met at the airport by a representative of the Thomas Cook & Son Travel Agency which is making all the travel arrangements, for a conducted tour of the ancient kingdom.

The travelers will have a three-day "Fairytale tour of Denmark," visit historical spots, eat in the famous restaurants and stay at the finest hotels. They will end the Denmark trip in Copenhagen, the "Paris of the North," before flying back to Cincinnati.

With the exception of its regular newspaper advertising and publicity, the Keith theatre concentrated all of its promotions and publicity on one radio-television station, WKRC-TV.

Weeks before the playing of "Man's Favorite Sport," at the Keith, there were numerous spot announcements about the upcoming film and the contest.

During the run of the movie there were film clips of the film and on Denmark, featured daily on the Murray Robert's "Early Home Theatre," a very popular feature-program on WKRC-TV.

Besides the paid commercials, film clips and so forth, WKRC-TV gave extra spot announcements and featured film clips each day, preceding a prime-time program, throughout the running of the contest. The contest ended with the drawing of the winner's name on the "Early Home Theatre" program.

During the run of "Man's Favorite Sport" the Keith lobby featured the Denmark travel contest. Also there was a large window display of the "Fairytale Tour of Denmark" at the Thomas Cook & Son Agency which attracted thousands of people, wishing they could make the trip.

Entry blanks for the contest—name, address and phone number—were available at the WKRC station, the Cook travel agency and in the Keith lobby. Also Morton Cooper's book "Man's Favorite Sport" upon which the film is based, was given away as a spot promotion at Keiths.

Behind all the promotions for films played at the Keith is the idea to instill in the minds of movie patrons to "think Keiths" whenever they wish to see a movie.



Out of thousands of names, one was drawn for a trip to Denmark, a promotion for U's "Man's Favorite Sport," which recently played the Keith, Cincinnati. Murray Roberts, star of "Early Home Theatre," WKRC-TV, draws the winner's name, as representatives of the Scandinavian Airlines, Thomas Cook & Son travel agency, Odis R. Owens, Keith manager, and an airline hostess, look on.

## "Carpetbaggers" At Fair

Joseph E. Levine's "The Carpetbaggers" was spotlighted in a special photographic display at the International Photography Fair at the New York Coliseum.

Featured were full color and black-and-white portraits and scene stills from the Paramount Pictures release by Art Say, unit still photographer, and Mal Bulloch, Paramount Studio portrait photographer.

A young New York actress-model, Bonnie Harrington, modeled one of Carroll Baker's costumes from "The Carpetbaggers" and posed for photographers at the Fair. Other Edith Head costumes from the film were modelled by contestants in the Miss Photo Fair contest. "The Carpetbaggers" was the only motion picture represented at the Fair.



Highlighting the International Photography Fair at the New York Coliseum recently was a special display for Joseph E. Levine's "The Carpetbaggers." Full color and black and white portraits and scene stills were featured from the Paramount release by Art Say, unit still photographer, and Mal Bulloch, Paramount Studios portrait photographer.

## Get Your White Rhino's While They're Hot

When Metro-Goldwyn-Mayer advertises that for a pittance of only \$75,000, reduced from \$80,000, you can be the proud owner of two rare white Rhinos, they aren't joking. The offer is completely legitimate and theatre owners throughout the country playing MGM's Africa adventure drama, "Rhino!", will soon be making that bona fide offer to their patrons.

While the sale of Rhino's, especially the rare white variety seen in the Ivan Tors production, are strictly controlled by the Government of South Africa, they are available usually after a six-month waiting period. Metro-Goldwyn-Mayer contacted the famed Trefflich Bird & Animal Company, Inc., New York, and the firm agreed to obtain two of the multi-tonned beasts for the reduced rate of only \$75,000, to anyone making the request through a local theatre manager.

Any monies derived from the sale of white rhinos through MGM and the local theatres will be utilized by the South African Government for game preservation in that country.

Theatre managers playing the film will turn their theatre lobbies into virtual jungles, featuring stuffed animals, shields, spears, and pictures depicting an African setting. Patrons will be shown to their seats by ushers wearing pith helmets, khaki shorts, khaki trousers, and specially designed "explorer's" shoes. In addition customers will sway to authentic African jungle music being piped into the theatre's outer lobby.

The picture will also be pre-sold through the "Gnu" and "Rhino! melody" contests, each based on the "animal's" influence on music and dance.

In the "Gnu" contest, contestants will be asked to list song titles which include the name of an animal e.g. "Doggie In The Window." The person who submits the longest list in each local area will be guests of the theatre for "Rhino!"

The "Rhino! Melody" contest, based on Lalo Schifrin's MGM recording of the "Rhino Romp" and the "Baboon Blues," is a serious attempt to develop a new American-African dance. Patrons, with the cooperation of local dance studios, will be invited to create these.



That anything can happen on Hollywood Boulevard was proven recently when a live panther, sprayed pink, showed up at the Hollywood Paramount with his pretty trainer, Toni Helfer, to see United Artists' "The Pink Panther."

### Ericson In "Sticks"

Because key cities get overwhelming proportion of film promotion, John Ericson will pull a switch with his scheduled tour of the so-called "sticks" on behalf of MGM's "Seven Faces of Dr. Lao," in which he stars with Tony Randall, Arthur O'Connell and Barbara Eden.

Ericson's small town tour is slated to begin May 1 to as many spots as possible which have never had any personal appearances or exploitation activities outside the local exhibitor's efforts. He will travel by car.

"Small Towns," says Ericson, "need personality activity too. They are that much hungrier for it because they've never had it. The gratification to actor and box office is correspondingly greater. It is important to fight for the grass roots buck too.

"If small towns weren't neglected in promotional plans, the producer's income could be greater. There is just as much competition for the public's time and money in small towns as well as large ones. The industry ought to hit those spots too in order to insure fullest possible return on its investment."

### Warners In Paperbacks

Seven hundred and fifty thousand copies of paperback editions of Warner Bros. motion pictures will be issued in May and June in conjunction with the release of three Technicolor-Panavision films, "A Distant Trumpet," "Ensign Pulver" and "Robin and the 7 Hoods."

Fawcett will issue a 200,000-copy edition of "A Distant Trumpet" in May, bringing to 700,000 the total number of paperback copies of the Paul Horgan novel of the American Southwest. The film, starring Troy Donahue, Suzanne Pleshette and Diane McBain, will be released nationally for Decoration Day.

Dell is issuing 250,000 copies of an "Ensign Pulver" paperback, timed to the June release of the Joshua Logan motion picture production that stars Robert Walker, Burl Ives, Walter Matthau, Tommy Sands and Millie Perkins.

"Robin and the 7 Hoods" will be issued by Pocket Books in a 300,000-copy edition in June in connection with the national release of the Sinatra Enterprises production that stars Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby, Victor Buono, Peter Falk and Barbara Rush.

# British Activities

by Jock MacGregor

It is no secret that many in the industry were scared of "The Servant" as being too offbeat, too arty. H. T. Bolton of the ABC, Woolwich, decided to pull no punches and take the bull by the horns. Appreciating that there are a number of film societies in his district he felt that they were just the groups to spread the gospel. He invited all members to attend a special morning screening on the Sunday of opening and asked director producer Joseph Losey to attend to discuss his work in general and the film in particular. He agreed. 16mm trailers of the movie were loaned to the various clubs, 1000 handouts printed and 60 x 40 front house boards incorporating photos of the director displayed. The local press bit with admirable advance publicity. There was a big turn out and the ensuing debate provided further first class press copy. Most, after the discussion, paid to see the film again. An excellent week's business was recorded.

The problem facing managers playing "From Russia With Love" has not been the launching campaign but maintaining press interest during the inevitable extended runs. The press were intrigued when it was retained for a third week at the Bournemouth Odeon, but C. E. Bushnell was not going to rest on such stories as "Every record at 26 year old theatre smashed" or "Unbelievable 7,800 Queued on Saturday and Sunday" happy as he was to read them. He learned that Sean Connery was to shoot locations for "Woman Of Straw" at nearby Poole Harbour. Not only did this provide good sustaining publicity, but he arranged a tieup with the local press ball organizations whereby the winner of a contest would spend a day on the set of the next James Bond picture—"Goldfinger"—at the Pinewood Studios. The holdover at Leslie J. Harris's Birmingham Odeon provided a splash story in the Birmingham press under the heading "People flock back to City cinemas." It recorded that 35,000 people paid during the week to see the film and many patrons could hardly believe it when they could not get in on the Saturday night! It reports that the week, the Sunday, single day, ice cream and candy sales records were all broken.

Always believing that his theatre should be kept in as many columns as possible of the local press, Albert Hallam, of the ABC, Old Kent Road, South London, notified the papers when Graham Insull, who comes from a show business family, was appointed assistant manager. A useful press resulted. . . . L. C. Prescott has had three extensive press breaks for the Bury Odeon Children's club recently—one international. A Hamilton Ontario nine year old while visiting Bury relations won a talent contest at the theatre but was unable to attend the following week to accept the Young People's Encyclopedia. The prize was shown to relations, patrons and press to make a six inch treble column picture and story before being shipped through the Rank Organization for presentation at the Odeon, Hamilton. The National Coal Board's essay and drawing contest also resulted in good press coverages and realising that one 13 year old revealed exceptional talent a two week exhibition of his work was staged in the foyer. The Bolton Evening News recorded that so many wanted to see his work that the management had difficulty in keeping the doors cleared by day. . . . Playing "This is My Street," John A. Dixon of the ABC, Chesterfield, affected several effective ironmonger window displays using house name plates and door numbers for his theme. . . . John L. Smith plugged the "Write a Song for Joe Brown" contest when "What a Crazy World" played the Ritz, Edinburgh. . . . Lionel S. Johnson, of the ABC, Ealing, had a "Mr. Mystery" tour the district on the Saturday afternoon prior to opening. When correctly challenged "Mystery and Terror ABC next week" by people carrying the Middlesex Independent he gave guest tickets for "The Man Who Finally Died"—"Vengeance" unit program.



Clever use of kleig lights and simulated film effectively tied in Columbia's "The Victors" with new V-Line fashions featured recently by Titcher's Department Store, Dallas, as part of a nationwide Harper's Bazaar apparel promotion for the film. Store models also gave fashion shows which gave further exposure for the picture.

## THE EXHIBITOR'S EXPLOITATION EFFORTS

E. J. CLUMB, manager, Circle, Indianapolis, Ind., and publicist Don Mott, recently had a most appropriate tieup on Warners' "The Incredible Mr. Limpet." They contacted a local aquarium shop in the near east side of town. This shop specializes in tropical fish. Arrangements were made whereby they placed in the theatre lobby an aquarium of tropical fish. This was done one week in advance of play-date. However, contrary to plans, the aquarium arrived on the scene one and a half days before the fish were delivered. Finding ourselves with a fishless aquarium, we placed a sign on the fish bowl reading: "Imported from Japan. Mr. Limpet's Incredible Invisible Fish Friends." This attracted a good deal of curiosity. Finally the fish arrived. A sign was then placed on the top of the aquarium reading: "See Mr. Limpet's Incredible Friends at Wilson's Aquarium Shop"—with the proper address given. This display was left in the lobby throughout the run of the picture. A special cut out of 'Mr. Limpet' as a human and as a fish was neatly placed on the back of the aquarium so that when you looked at the fish you saw Mr. Limpet "in the fish bowl." This effect was achieved with the aid of the theatre manager's wife. A tie-up was made whereby any person purchasing \$10 worth of fish from the store would receive one free guest ticket to see the film. In return, the store ran an ad in the newspaper plugging the picture. The aquarium sitting in the lobby drew a good deal of attention not only by people coming into the theatre but also by persons waiting in the lobby for busses. We feel sure that many came to see the film as a result of the unusual display. It is also our belief that merchant tieups are of great importance in theatre promotion.

FRED MC HAM, manager, Trans-Texas Strand, Wichita Falls, Texas, highlighted his campaign for a four week engagement of MGM-Cinerama's "How The West Was Won"



This group of Explorer scouts which specializes in Indian lore appeared recently in full regalia as they danced authentic Indian dances in front of the Strand, Wichita Falls, Texas, at the opening of MGM-Cinerama's "How The West Was Won."

with an advance newspaper contest which resulted in 250 inches of free publicity. This was on writing the best description of scenes from the film. On radio he had saturation of two stations plus a contest giving away albums of the sound track of the picture; and on television he had saturation of spots on both local stations. On opening night he had a group of Explorer Scouts which specializes in Indian lore performing authentic dances of the Plains Indians out front of the theatre. This was carried in newspaper, both radio stations and both TV stations.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



Universal recently brought its "The Brass Bottle" Magic Carpet into New York City and the live float attracted the desired attention on its rounds of advance promotional activity. It has already visited more than 60 cities for territorial openings of the film, and is scheduled to visit at least 15 more before it returns to the Universal City Studios.

## Klemp And True

(Continued from page EX-581)

tractive, and not offensive to the people in your community?

Personally appearing in the foyer before and after the majority of your shows to personally meet, greet, visit with, and host your patrons?

Sending your associates and key employees to self-improvement courses, lectures, seminars, and adult education courses, which are sponsored from time to time by your local schools and colleges, business and professional organizations, Dale Carnegie, YMCA, YWCA, C of C, and others?

Talking with the developer of the next suburban, shopping center to go up in your town to discuss the possibility of his providing a shopping center theatre?

Offering your services as an industry speaker to organizations, school groups, service clubs, P.T.A.s, and others?

Answering critical letters from local patrons in person and trying to make them friends instead of critics? (Lincoln, "To convince a man to your cause, first convince him you are his friend.")

Belonging yourself to local, civic and service clubs and making yourself available to serve on committees to promote community welfare and charity?

Getting to know school officials, principals, teachers, and molders of local public opinion?

Developing a good, mailing list of key public officials, community leaders, city officials, local clergy and religious leaders, business men, social leaders, and other VIPs? Are you personally acquainted with the majority of these people?

Suggesting a theatre tie-up instead of carnivals, bazaars, chili suppers, pancake derbies, clothesline sales—as a fund raising activity for local groups?

Personally appearing on your stage before each private screening to explain to the audience what you are trying to do for them; to invite their comments and suggestions; to make interesting announcements; to make them feel "at home"?

Making an extra special effort to get on even more friendly terms with local newspaper, TV, and radio station personnel in your area?

Trying a free "coffee bar" in the foyer?

Inviting local schools or local artists to have an art exhibit in the foyer or some other appropriate space?

Cooperating with the coaches in local or nearby high schools and colleges to run the films of their games for the squad and the local booster clubs during off hours?

Holding advance screenings for opinion makers of selected pictures? Arranging special shows for selected groups?

Running special matinees for children? Assisting Boy Scouts, Girl Scouts, "Y" groups to build goodwill?

Providing the best you can afford in technical equipment, lounge facilities, lighting, modern restroom facilities, decor?

Personally checking the cleanliness of your restrooms and other "housekeeping" aspects of your theatre?

Taking a more active part in your trade association, its meetings, its committees, supporting its goals, and reading more thoroughly the trade magazines?

Modernization, redecorating, refurbishing, rearranging your theatre in order to capitalize on the public's penchant for the "new"?

What have you done lately to justify your business survival?

# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

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This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**MANAGER:** Conventional, 18 years experience, all phases, promotion minded. Best of references. Midwest area preferred. BOX A429, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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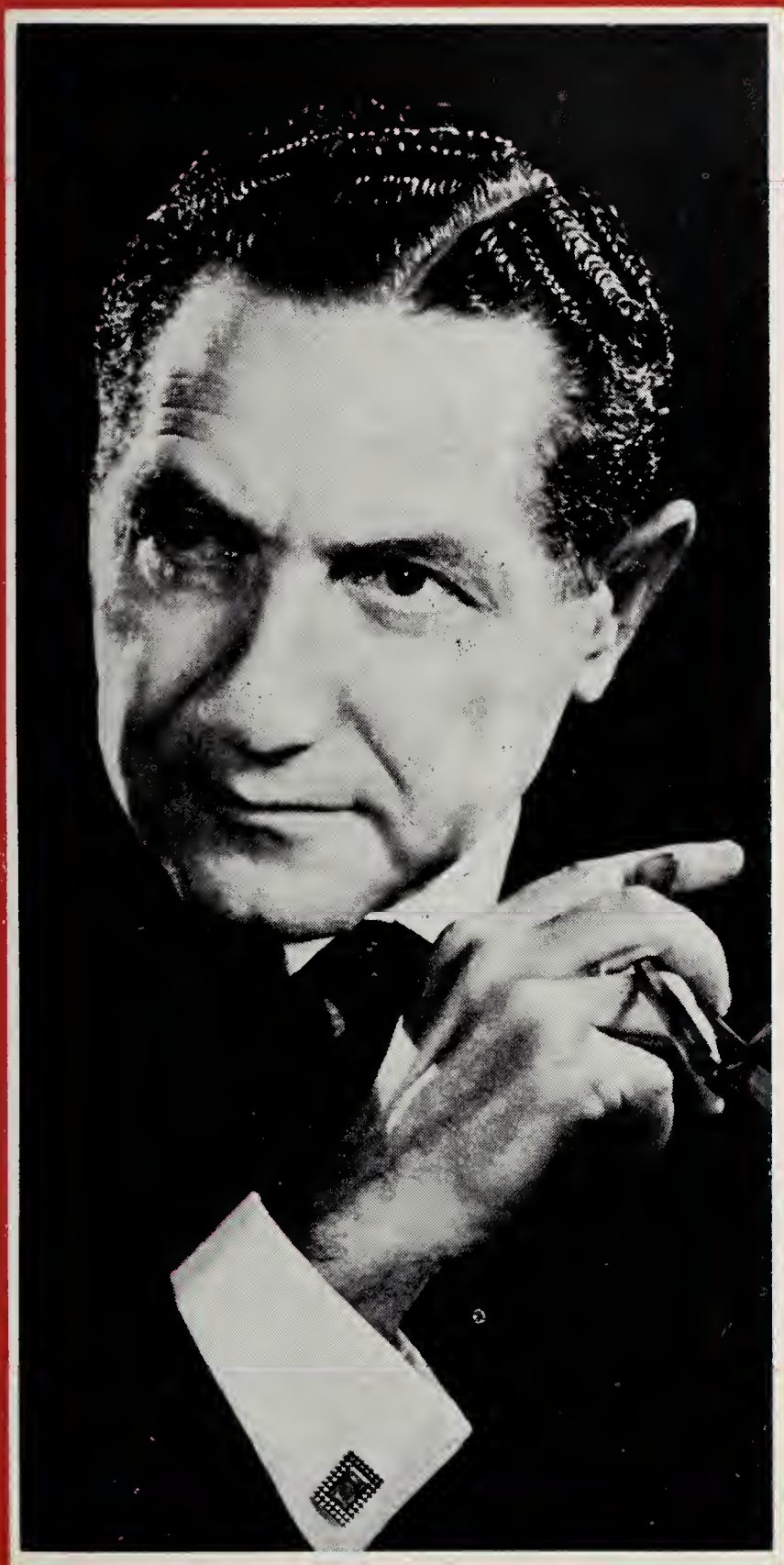
# EXHIBITOR

MAY 6, 1964

Volume 71

Number 17

IN TWO SECTIONS • THIS IS SECTION ONE



## High Court Hears Viking Arguments

(See Page 7)

## Allied 16mm Fight Makes New Headway

(See Page 9)

Louis Nizer, well known industry attorney, tentatively threw his hat into the national political ring, announcing he would seek the Democratic nomination for the U. S. Senate from New York if Adlai Stevenson and Robert Wagner decided not to make the race.

**STAND UP—OR GIVE UP . . .** see editorial page 5

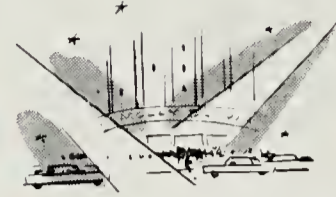
# The BOUNCIEST MOVIE of the Summer. Backed by a MOLLY- PALOOZA of a CAMPAIGN!

## NATIONAL ADVERTISING

Full color ads in LIFE, Look, Good Housekeeping, Town & Country, Harper's Bazaar.



## WORLD PREMIERE



A "Molly-palooza" of a world premiere will be held in Denver early in June.

## ED SULLIVAN SHOW



Harve Presnell will make a live appearance; an scene from film will also be shown.

## NEW YORK WORLD'S FAIR



"Molly Brown" trailer being shown as part of the Kodak Exhibit for four weeks beginning April 22 and, the "Molly Brown" set will be on display at the Hollywood Pavilion.

## NATIONAL MAGAZINES



Cover stories, photo layouts and features will begin running in all major periodicals beginning in May.

## TV TRAILER



Specially produced and in color to capture all of the vitality—the warmth—the heart of "Molly Brown." This trailer, with modification, is also going to be available as a theatrical teaser trailer.

## PAPERBACK BOOK



To be released in May with extensive point-of-sale promotion by publisher.

## SOUND TRACK ALBUM



MGM Records planning extensive record promotion and disc jockey tie-ins on the music from "Molly Brown."

## COLUMN PUBLICITY



The breaks are mounting nationally syndicated columns. By June, "Molly Brown" will be household word to column readers.



## NATIONAL TOURS BY "MOLLY BROWN" STARS

Debbie Reynolds, Harve Presnell, Ed Begley scheduled for personal appearances and interviews in key cities. Starting with the Denver premiere, these star tours will be timed to coincide with local openings.



## FASHIONS

"Molly Brown" is the big color for fall and the keynote to the most ambitious fashion promotion ever conceived for a motion picture. Fashions inspired by the film include coats by Cuddlecoat, hats by John Frederics, Hosiery by Kayser-Roth, dresses by Mr. Gee and jewelry by Coro. In the weeks to come you will see numerous fashion layouts in major national magazines.

## SPECIAL TV FASHION FEATURE

on "Molly Brown" costumes is now being serviced to local TV stations. Running time 5 minutes.



## SHEET MUSIC

Frank Music will conduct a national and point-of-sale promotion campaign on behalf of the Meredith Willson score.



# the Unsinkable MOLLY BROWN



METRO-GOLDWYN MAYER presents A LAWRENCE WEINGARTEN PRODUCTION starring  
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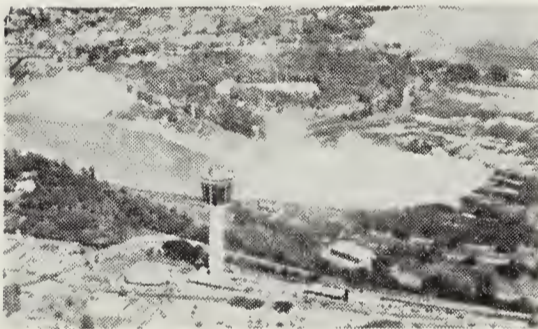
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N. Y. World's Fair



N. Y. World's Fair



Niagara Falls



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Buffalo

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Albright-Knox Art Gallery

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Volume 71 • No. 17

MAY 6, 1964

### STAND UP—OR GIVE UP

DON STOTT operates the Lansdowne Classic Cinema, Lansdowne, Pa. He has a philosophy, "If you don't stand up for your beliefs, you had better give up." We think it's an excellent philosophy. You see, Mr. Stott wrote us a letter after reading the editorial in the April 22 issue, "ANATOMY OF A NIGHTMARE." We thought his letter deserved industry exposure and asked for permission to reprint it. That permission came by return mail, and we'd like to thank Mr. Stott for having the courage to stand up and be counted. The motion picture industry needs more such men. Here is the letter:

*Dear Mr. Emanuel: Superb, Superb, Hurrah, Hurrah! The latest editorial is a real corker. My warmest congratulations! Your magazine has absolutely the finest editorial policy of any trade journal, regardless of circulation. I think the paper is worth twice the price just for the editorials.*

*Naturally, most exhibitors are too chicken to stand up to the distributor who asks outrageous bidding and percentage. Especially here in Philadelphia, things have reached an absolutely ridiculous level. Boxoffice prices are now higher in Philadelphia than in any other city, thanks to the absurd selling practices of distributors. When I opened my mail a couple of weeks ago and looked at the request for bidding on "TOM JONES," I thought I'd actually flip. I have never seen anything as preposterous as this one. (EDITOR'S NOTE: It should be noted that this picture is doing top business in all situations.)*

*Since then, I have received three bid requests for just ordinary run-of-the-mill pictures, and they want a minimum two weeks playing time. Count me out on these, baby! I am experimenting with a classic film policy at my Lansdowne theatre now, and I am running into the same problem.*

*Distributors are asking percentage and other equally asinine things for 30 year old reissues, and even 10 year old pictures.*

### WHEN THE TAIL WAGS THE DOG

ON MAY 19, 20th-Fox stockholders will meet to elect directors, approve auditors, and vote on two stockholder resolutions. The meeting will be a study of the free enterprise system and an example of democracy in action.

The rights of minority stockholders must be jealously guarded, but when their behavior becomes frivolous and petty, it's a different story. Mrs. Evelyn Y. Davis, who owns five shares of Fox stock and who almost broke up last year's meeting with a silly bid for attention, is demanding that "no corporate funds be given to any charitable, educational, or similar organization, except for purposes in direct furtherance of the company's business interests." Last year, total contributions in this area by Fox were \$28,000. How much good will that relatively small sum bought is impossible to determine, but chances are it is considerably more than \$28,000 worth. From here, the lady with five shares out of 2,647,679 outstanding is wasting everybody's time, including

*Believe it or not, film that has been on tv several times is available to me only on percentage. Needless to say where I told these distributors they could store their film while they are waiting for my dates. I'll stand up to them—I am not afraid—but unfortunately, most exhibitors are scared to death to play anything but saturation bookings. They therefore must pay the price in "Nightmares," as your fine editorial put it. Brother!*

*There is no use in banding together here in Philly, as it has been tried before. Some fink always rats out at the crucial moment. If I had my way, "TOM JONES" would never get a key run at the terms being asked, but there are always suckers around, I suppose. Now I see a neighborhood theatre has been "selected" to have a first run on "BECKET." The prices to get into the neighborhood gone first run are \$2.74. Are movies still appealing to the average man on the street? Silly boy! One now has to be a banker to even attend.*

*Fellow exhibitors, I am breaking even at a dollar per and I even throw in a pipe organ concert and a stage show occasionally. The reason is that I am not a slave to the distributors and their hackneyed bid letters. May God help us if this keeps up! Please, fellows, let's stop it! At least here in Philadelphia—for our sake and the public's sake. We won't have anyone left to attend our theatres if we don't show a little originality in our booking practices. If we would all refuse to pay percentage for an old show; if we would let a couple of bids pass; if we would stop trying to cut each other's throat; if we would stop trying to outdo the other guy—why do we never look to tomorrow? Oh, well! This will do no good, so I'll shut up. Nobody seems to give a damn.*

Mr. Stott echoes sentiments we hear from a great many people these days. The difference is he does not hesitate to put his views on the record. That's quite a big difference. As we have said before, "To know what is right and not do it is the worst cowardice."

her own.

The second resolution by the Gilbert brothers, holders of 24 shares and representing an additional family interest of 12 shares, seeks the election of directors by cumulative voting, their pet idea. These gentlemen are well regarded and are considered a constructive factor in corporate affairs.

However, records show that the members of the Fox board personally hold over 265,000 shares of stock. They are vitally affected by the fortunes of the company and can better serve all stockholders if they are free to act according to their extensive business acumen and sincere desire to do what is best for the company. Otherwise, they could be faced with a board member who would be a stumbling block to effective action.

We say any industryite who owns shares in Fox and does not back management at the upcoming meeting is not using good judgment. This resurging company needs and deserves the support of all interested parties.

# NEWS CAPSULES



## FILM FAMILY ALBUM

### Diamond Rings

Fred E. Young, Academy Award winning cinematographer for "Lawrence Of Arabia," and assistant film editor Joan Morduch announced in London plans for an August wedding. They first met three months ago while working on Columbia's "Lord Jim" in the Cambodian jungle.

### Gold Bands

Kathie Wolin, daughter of Dr. and Mrs. Benjamin Barolsky, Paterson, N. J., was married to Sidney Ganis, Columbia Pictures publicist.

### Obituaries

George A. Mason, 63, one of the managerial elect at the crest of the late Michael Shea's theatrical empire, which included 13 motion picture and vaudeville houses in Buffalo, N. Y., and principal theatres in Niagara Falls and Toronto, died in Miami, Fla., where he had retired in 1959 after managing the Century. He is survived by his wife.

E. C. Qualle, Jr., 39, manager, State, Burlington, N. C., and secretary-treasurer of the Burlington Amusement Company, died. He is survived by his wife, a daughter, a son, his father, a brother, a sister, and his grandmother.

### T-L Theatre Gross Up

NEW YORK—Net income, after taxes, of Trans-Lux Corporation for the quarter ended March 31 amounted to \$142,946, or 20 cents per share on the 718,037 shares of stock then outstanding, Percival E. Furber, chairman, told stockholders at their annual meeting.

For the comparable 1963 quarter, net earnings were \$142,718, or 20 cents per share on the same number of shares.

In commenting on the results for the period, Furber told stockholders that gross revenues from the company's communications services had continued at the level of the previous year's corresponding period, although profits from this source were somewhat below those for the comparable 1963 quarter by reason of non-recurring introductory expenses with regard to the company's new 900 Series Trans-Lux ticker tape projectors and related equipment.

He also noted that gross receipts of the company's theatres were more than 40 per cent above those for the 1963 first quarter, reflecting "the successful presentation of first-run quality pictures in the volatile and highly competitive situation prevailing in the motion picture field today."

Referring to Trans-Lux participation at the New York World's Fair, Richard Brandt, president, said that the company is represented at numerous operations. The theatre division is managing the automated excursion through the great sights and sounds of American history at the United States Pavilion, as well as managing the theatre at the Travel and Transportation Pavilion, featuring the simulated trip to the moon.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., MAY 4

## Para. Releases Completed Through 1965-66 Season

NEW YORK—Barney Balaban, president, Paramount Pictures, in an optimistic report to stockholders, said, "We have virtually completed releases through 1965 and are well advanced on our plans for 1966. Moreover, many other productions now actively under negotiation will be added to the roster in the near future. Our current production program, involving more pictures, is hopefully expected to return profits through much greater grosses, and on this basis we look forward to excellent earnings in 1964."

He noted that by the end of last year, the company had received \$33 million under its licensing of pre-1948 features to MCA television, including \$5,465,000 in 1963.

The sale of television station KTLA in Los Angeles last year to Gene Autry's Golden West Broadcasters for \$12 million nets Paramount a capital gain of \$7,500,000, after taxes.

Balaban reported that Paramount's Telemeter system will be prominently involved in Great Britain. He said, "The comprehensive, long-range experiment we are conducting in Toronto, Canada, has been most helpful in providing technical knowledge, operational know-how and programming requirements for the launching of a Telemeter system of pay television for the world market."

The Paramount head also touched on the sale of post-48 features to NBC, which is paying over \$8 million for the first group of 30. Paramount will later syndicate the films to individual stations.

The Paramount report shows theatrical and tv film inventory at the end of 1963 as \$49,417,000, against \$51,892,000 the year before. Completed productions not released are carried at \$12,776,000 at the year-end against \$8,813,000, and productions in work \$11,133,000 compared with \$17,249,000. The company had more cash at the end of the year, \$18,877,000 compared with \$10,878,000.



Brandt Theatres, New York, executive Sid Dreier recently visited the Hollywood set of Joseph E. Levine's Embassy production of "A House Is Not A Home" and is seen with Mari Welles, left, and Sandra Grant, who appear in the film.



## BROADWAY GROSSES

### Sunshine Aids Outdoors

NEW YORK—Good weather, after almost a solid week of rain, and the World's Fair cut attendance in the Broadway first runs. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"THE CURSE OF THE LIVING CORPSE" (20th-Fox) and "THE HORROR OF PARTY BEACH" (20th-Fox). Dual horror show claimed \$24,000 for the opening session.

"THE PINK PANTHER" (UA). Radio City Music Hall, with usual stage show, reported \$97,000 for Thursday through Sunday, with the second week sure of \$150,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille did \$17,000 on the sixth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 24th week was \$21,000.

"FROM RUSSIA WITH LOVE" (UA). Astor reported \$16,500 for the fourth week.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria claimed \$15,500 for the 13th week.

"SEVEN DAYS IN MAY" (Paramount). Criterion stated the 11th week was \$11,000.

"CLEOPATRA" (20th-Fox). Rivoli did \$14,000 on the 43rd week.

"FLIGHT FROM ASHIYA" (UA). RKO Palace garnered \$9,000 on the second week.

"BECKET" (Paramount). Loew's State announced that the eighth week was \$27,000.

### S. F. Festival Set

SAN FRANCISCO—The eighth San Francisco International Film Festival will be held at the Metro Theatre here from Oct. 14 through 27, it was announced by Harold Zellerbach, president, and Irving M. Levin, director of the annual event.

Applications will be mailed this week to film-makers throughout the world inviting them to submit films in four categories: 35mm feature and short films, 16mm film as art and film as communication subjects.

Cash awards amounting to at least \$1,000 will be presented for the first time at the film festival. These are the Harold L. Zellerbach Art Foundation Awards, donated by Zellerbach, and they will be awarded to short films in the film as art category (16mm).

### Glen Alden Earnings

NEW YORK—Albert A. List, president of Glen Alden Corporation, reported first quarter 1964 income of \$7,734,000, including income from special items of \$6,210,000, or \$1.61 per share, on 4,796,834 outstanding shares, with sales of \$26,000,000.

For the first quarter of 1963 the corporation reported net income of \$1,956,000 or 36 cents per share on 5,497,745 shares, with sales of \$32,962,000.

### JD To SW?

Rumor has it that the Justice Department's Maurice Silverman, attorney in the anti-trust division, may join Stanley Warner Theatres should he leave his current position.

# High Court Hears Viking Case

## Issue Is Split Legality; Phila. Theatre Wants Jury Trial; Case Precedental For Film Distribution

WASHINGTON, D.C.—The U.S. Supreme Court heard the arguments in the appeal of Harry Sley's independent Viking, Philadelphia, vs Stanley Warner Theatre, William Goldman Theatres, the Fox Theatre Corporation, and the major distributors anti-trust case, with attorneys Louis Nizer representing the latter and Edward Bennett Williams representing Viking.

Nizer claimed the Viking could not possibly be hurt by a product splitting agreement among competing exhibitors under which the Viking would have one less competitor to bid against for films.

Williams, however, told the Court that SW, Goldman, and Fox, relieved of bidding against each other, could "rest" when Viking wasn't in the market because it was already running a film, and consequently these chains could "save up" their resources to outbid Viking for the choicest films.

Williams contended that the District Court, though upheld by the Appeals Court, should not have taken the precedental case from the jury, but should have permitted the jury to decide. He said that cutting through the "economic confusions" set up by the opposition, Viking had presented "clear evidence of an unlawful agreement . . . direct evidence of an agreement (which was) unlawful per se."

At issue is the practice of product splitting between exhibitors. TOA and Allied have joined in offering an amicus curiae brief pleading with the Supreme Court not to disturb this practice, which they claim to be the only alternate to compulsory bidding.

Williams accused the distributors of conspiring with the Philadelphia exhibitor circuits to impose on the Viking "economic homicide . . . creeping pellagra . . ." The theatre, he said, was being slowly starved, rather than being murdered in a hurry by the split agreements.

He called the split agreements a thinly veiled device to circumvent Supreme Court rulings on pooling arrangements.

Williams, when asked about the position of the Justice Department's anti-trust division on splits, stated, "I have tried to get them to express themselves on this subject, unsuccessfully."

He termed it a "classic division of the market case," in which Stanley Warner, for instance, with only 22 per cent of the market power on its own, with the aid of the split agreements has 80 per cent of the market power. He accused them, and the other chains, of bidding for films they didn't want in order to run up the price for Viking.

Williams attacked the so-called Alfred Schwalberg agreement with Goldman Theatres under which Paramount agreed not to offer films to others "after negotiating with Goldman."

Williams conceded that Viking had been invited to join the splitting arrangement after it became clear that Viking was going to sue, but that his client wouldn't join in an agreement which was "patently illegal." This statement was hotly denied by Nizer.

Williams accused the distributors of putting up films for Viking bids after the films had

## TOA Toppers Approve Joint Action With Allied

NEW YORK—It was announced that as the result of a mail poll, Theatre Owners of America's participation in a joint TOA-Allied executive committee has been approved by a large majority of the TOA board and executive committee.

The committee will function in the interim of the establishment of a new national exhibitor association. Heading the joint group are John H. Rowley and Jack Armstrong, presidents of TOA and Allied States. With Rowley, TOA is represented on the committee by John H. Stembler, George Kerasotes, and Myron Blank, members of the TOA executive committee.

already been awarded to one of the chains. Nizer later conceded this might have happened "several times due to clerical errors."

"Under the Schwalberg agreement," Williams said, "Goldman could top any Viking bid if it wished to do so, but Viking could never get an opportunity to top a Goldman bid."

In reply to a question by the Court that it seemed distributors should be interested in the highest price for their product, Williams said that the leverage appears to be with the chains, but that he "can't really explain why the distributors would agree . . ."

He said splitting "stifles competition, allocates product, and fixes prices." He gave figures, later disputed by Nizer, aimed to show that Viking had to be content with the less popular films and had to pay a higher percentage of film rentals. He commented, "These are the figures that brought the Viking to the brink of economic ruin."

Nizer gave figures purporting to show that unwise bidding on a single film caused the Viking figures to be less favorable than the figures for the defendant theatres.

Williams said "a jury of reasonable men might have concluded" that Viking had been victimized as charged, and he asked for a jury determination.

Nizer said it is conceded Viking ran numerous first quality films, though there were 11 theatres competing for product, including those of the defendant chains. He said that in the original complaints preceding District Court trial, Viking had never mentioned the word "split" and was trying to add the issue belatedly.

During the 42 days of trial, he said, the Viking charges of discrimination were knocked down one by one, so that only a directed verdict was left. The Appeals Court, in an unanimous 31-page decision, also held there was no evidence on which a jury could find conspiracy, he argued.

Then, he added, for the first time in asking certiorari, splits were alleged to be illegal. He called the Viking case "semantic and mathematical legerdemain . . . detached from anything in the record."

Nizer noted that the 12,500 theatres represented by TOA and Allied are pleading that the Supreme Court refrain from upsetting the practice of product splitting, which benefits exhibitors rather than distributors.

He said that due to tv, there is a shortage of theatres and a shortage of product, and disaster threatens. The distributors are asked

## What Will High Court Do About "Stranger" Ban?

ALBANY—Dr. John P. Jehu, director of the State Education Department's Law Division, expressed to the Albany Monarch Club the belief that the United States Supreme Court "may" uphold the Department and the Regents' refusal to license the Danish film, "A Stranger Knocks."

Describing two sexual scenes—which the Department's motion picture division ordered to be deleted, a finding unanimously approved by the Regents—as "a new low in hard-core pornography," Dr. Jehu said, "We may win this one."

Such a decision, Dr. Jehu pointed out, would reverse a Court tendency to reverse Department and Regents' censorship decisions that began in 1951 with "The Miracle." Nation's highest tribunal then declared unconstitutional "sacrilegious" as a ground for denying a state seal for the picture.

## Col. Donates Sunshine Coach

LOS ANGELES—In memory of the late William F. Blowitz, public relations executive, producer Sam Spiegel and Columbia Pictures, headed by A. Schneider, president, are donating a Sunshine Coach to Variety Club, Tent 25, it was announced by Fred Stein, chief Barker.

A similar coach previously donated to Variety Club by Jack L. Warner of Warner Brothers Studios has been presented to the Budlong School for Handicapped Children here in Los Angeles.

According to Stein, Variety Club is seeking to acquire a fleet of the coaches which will be made available to the operators of other schools for the handicapped so that more youngsters may attend sporting events and enjoy other recreational activities.

## WOMPI Committee Set

KANSAS CITY—Miss Mary Heuelsen, president of Women of the Motion Picture Industry, International, has named the following members of WOMPI to serve on the nominating committee for 1963-64:

Chairman Mrs. Frankie English, Decatur, Ga.; Mrs. Margaret Irby, Memphis; Mrs. Gladys Melson, Kansas City; Mrs. Virginia Elliott, Dallas; Mrs. Bernice Gilmore, Denver.

The function of this committee is to establish a proposed slate of officers for the 1964-65 term, to be voted upon by the delegates when they convene at the Chase Park Plaza Hotel in St. Louis for the international convention Sept. 18-20.

to sacrifice the advantage of competition for their product, and do so to aid the industry in its present straits, with hope of a stronger future industry and a better future market.

Viking was able to bid on 100 per cent of the films, and "how can Viking possibly be hurt by that?" Nizer demanded.

Morris Wolf, counsel for Stanley Warner, pointed out that splits were in effect before Viking came along. He said Viking wants to "gamble with bewildered jurors," and added that "no exhibitor ever got all the pictures he wanted."



# "Year Of Transition" Ends For Fox; Exec Contracts Detailed In Report

NEW YORK—In the notice of the annual 20th Century-Fox stockholders' meeting to be held May 19 at Town Hall, it was revealed that the corporation has signed an agreement with executive vice-president Seymour Poe for five years from Aug. 22, 1963, at \$104,000 a year plus deferred compensation of \$13,000 a year for 1964 and 1965, and \$26,000 each year for the remainder of his contract, payable over a period of four years after contract termination. Should Poe die during the terms of his employment, there is a death benefit of \$500,000 payable in 10 yearly installments. The company carries a \$500,000 life insurance policy on Poe.

Richard D. Zanuck, as head of the studio, receives under a three-year pact \$91,000 for the first year, and \$104,000 for the second and third years, plus deferred compensation of \$26,000 a year to be paid in weekly installments over a four-year period following termination of employment. There is also a death benefit of \$30,000 if he should die during his three-year pact. The company has the option to extend his employment for three years at \$130,000 a year plus deferred compensation of \$52,000 a year. The corporation has insured him for \$400,000.

Darryl F. Zanuck waived his advisory compensation of \$100,000 for the year ended July 16, 1963, and Fox agreed to defer the last three years of his advisory employment period until the termination of his full time employment. In the event of his death, any unpaid installments of advisory compensation would be payable to his estate. There will also be an amount of \$100,000 per year payable over 10 years in the event of his death while an employee of the corporation. He has agreed to serve at the same compensation of \$150,000 a year, "and will give six months notice of resignation."

The formula accepted by company employees in a rigid economy move was reported in the statement. All officer earning in excess of \$500 agreed for a period commencing in 1959, and continuing until September, 1961, to the following cuts: 25 per cent of salaries in excess of \$500 up to \$1,000 weekly; and 33 per cent of salaries in excess of \$1,000 per week. The amounts deferred any payable in the future "to the officers and directors referred to" are Spyros P. Skouras, \$33,822; W. C. Michel, \$27,730; and Donald P. Henderson, \$30,098.

Gross receipts of 20th Century-Fox major foreign circuit subsidiaries not consolidated amounted to \$36,795,000 in 1963 (with earnings of \$1,405,000) compared to \$35,772,000 (with earnings of \$1,387,000) in the previous year.

President Darryl F. Zanuck declared in his annual report to the stockholders that "1963 may be described as a year of transition and progress for the company." The 12-month period marked the first full year of his presidency.

As previously reported, the company showed annual net earnings of \$9,115,393 or \$3.44 per share, compared to a loss in 1962 of \$39,796,094, or \$15.63 a share.

Zanuck added, "Streamlined methods and new operating controls substantially reduced operating costs below the level when I became president. As I told you a year ago, I don't promise miracles; but I do look to the future with genuine confidence."

## AB-PT "Working Meetings" Successful, Hyman Says

NEW YORK—Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, has called for a meeting of the top echelon of his company's northern affiliates in Des Moines on May 12 through 15.

The meeting, termed by Hyman as a "working meeting," is to delve into every phase of theatre operation. Special stress is to be given to the planning of promotion campaigns to implement attractions scheduled for presentation in the circuit's houses through Labor Day.

"We first tried this new type of meeting in Boston in January," said Hyman, "and it met with such unqualified success that all of those in attendance agreed that similar 'working meetings' should be held periodically."

The meetings are presided over by Hyman, who lays the groundwork for the discussion and exchange of ideas that follow. They afford affiliates the opportunity of presenting their thinking on all topics.

## "Fair Lady" Ticket Boom

NEW YORK—A record response to a single motion picture advertisement has brought a spectacular \$31,845 in ticket sales at the Criterion Theatre for the world premiere engagement of the Warner Bros. motion picture production of "My Fair Lady," it was announced by Charles B. Moss, president of B. S. Moss Enterprises, Criterion owner.

The advertisement, published on Sunday, April 12, announced that tickets might be purchased by mail order for the engagement of "My Fair Lady," which will begin next Oct. 21. The overwhelming return was far greater than that for any other motion picture ever presented on a reserved-seat basis. Mail orders are continuing.

There will be 10 performances of "My Fair Lady" weekly, with tickets ranging in price from \$2.50 to \$5.50 each. Extra showings will take place in holiday weeks.

## Best Year In History Reported By Wometco

NEW YORK—Mitchell Wolfson, president, Wometco Enterprises, Miami, Fla., told a stockholders' meeting at Skouras' Forest Hills Theatre on Long Island that "1963 was the best in the company's 40 years."

After the annual meeting, the board met and declared a regular quarterly dividend of 14 cents on class A stock and five cents on class B stock, to be paid June 15 to stockholders of record June 1; reelected all officers with the exception of treasurer Elmer Radloff, who is retiring and is succeeded by Herbert B. House; promoted vice-presidents Louis Wolfson II, television; Richard F. Wolfson, finance and general operations; S. E. Myers, vending and confections; and Jack Waxenberg, soft drink bottling, to the new offices of senior vice-presidents; and named controller Arthur B. Hertz as vice-president and controller, and William R. Brizzil to vice-president in charge of WTVJ and sales for Wometco's broadcast division.

As previously reported, the company had a gross income of \$22,677,000, an increase of 21 per cent over 1962 revenues of \$18,723,000. Net profit was \$2,185,000 for 1963.

After the meeting, many stockholders went by chartered bus to the Florida area of the World's Fair where Wometco has "Florida's Famous Porpoise Show," as well as the vending machine concession.

## Mich. Wage Law On Books

LANSING, MICH.—Michigan's first minimum wage law is now on the statute books.

With minor amendments, the Senate followed the House in passing it, while the House approved the Senate amendments.

The main difference is that it becomes illegal for an employer to dismiss an employee who is exempted because of having worked less than 13 weeks with the intention of avoiding paying the minimum.

## Para. Stockholder Loses Suit

WASHINGTON, D. C.—The Supreme Court refused to review lower court decisions favorable to Paramount in a suit brought by a stockholder, William Leighton, who accused the company of wrongdoing, sought a receiver for the company, and disqualification of the film company's counsel.



Columbia Pictures recently held a conference on the full-length cartoon feature, "Hey There, It's Yogi Bear," at the Motion Picture Association offices in Washington, D. C., and present were, left to right, Frank La Falce, Stanley Warner; Jerry Baker, RKO Theatres; Sam Galanty, Columbia divisional sales manager; Charles Grimes, Stanley Warner circuit; and Fred Erling, Loew's Theatres of Washington.

## NSS Markets, Distributes "Technamation" Process

NEW YORK—The exclusive marketing and distribution of "Technamation" products for the entertainment, motion picture, and television fields, as well as related display markets in the United States, will be undertaken by National Screen Service, according to an announcement by Burton E. Robbins, president of National Screen Service, and Stanley L. Schwartz, president of Technical Animations, Inc. The additional marketing areas incorporated in the agreement include spectacles, world fairs, trade shows and conventions, exhibitions, and allied fields.

Initial marketing project of the "Technamation" process will get under way in May, via National Screen's recently announced "Cinemotion Displays," which will be offered to theatres via a 30 x 40 display service. According to National Screen executives, a variety of styles, sizes, and display innovations will result therefrom.

"The application of the 'Technamation' process of animating displays will completely revolutionize the advertising of motion pictures in theatres," said Robbins, "and we sincerely believe that the eight months of research we have devoted to the development of 'Cinemotion' will represent a major contribution to the motion picture industry."

Robbins further pointed out that many of the major exhibitors in the New York World's Fair have made extensive use of "Technamation" in their displays and exhibits. Evidence of the revolutionary display animation technique may be seen at the World's Fair exhibits of A.T.&T., Eastman Kodak, General Electric, New York and Missouri, and the Hall of Free Enterprise.

"Technamation" is a patented animation technique involving the application of polarized light to the field of visual communications. Since 1957, Technical Animations, Inc., has conducted an intensive research and development program that has utilized the application of its technique to a wide range of products ranging from 35mm slides to large outdoor signs. "We feel that the sales and distribution facilities of National Screen's energetic showmanship organization will expose the true potential of "Technamation," said Schwartz.

## New Film Brokerage House

HOLLYWOOD—Ben Callender, president of Topp International Services, announced the formation of World Film-Fare. The new company will function as a brokerage house for U.S. and foreign movie companies.

Concurrent with the opening of the Hollywood office, which will be managed by Mike Levitt, branch offices were opened in Rome, Paris, Tokyo, Mexico City, and Madrid. The European offices will be under the management of Luis de la Riva; while Carlos Carbajal takes over the management of the Latin American branches and Saburo Kuroda the Tokyo office.

According to Callender, "Our office managers are currently screening films throughout their respective territories, placing direct emphasis on product that will be highly marketable and exploitable in the U.S. market." First screenings for potential U.S. buyers are scheduled for early June here in Hollywood and New York. World Film-Fare is also at the service of any U.S. based firm interested in selling their films abroad.

# Allied Seeks Assurances From 16mm Distributors To Avoid Unfair Showings

## Rodnok Elected President Of W. Pa. Allied Unit

PITTSBURGH—At the annual meeting of Allied Motion Picture Theatre Owners of Western Pennsylvania at the Roosevelt Hotel, Steve Rodnok, Jr., was elected president; Elmer Hasley, vice-president; Frank Lewis, treasurer; and Kenneth Winograd, secretary.

Named directors were Ernest Warren, Bert Stearn, Ernest Stern, Gabriel Rubin, George Tice, and Harry Handel. Incumbent directors are Chester DeMarsh, Roy Fiedler, Jr., Morris Finkel, Ted Manos, Edgar Shaffer, and George Stern.

Milton London, executive director of National Allied, discussed subjects including Allied and TOA meetings, Allied's insurance plans, pay tv, and 16mm competition.

The agenda included the orderly release of films, trade practices, shortage of product, delayed availabilities, and the Pennsylvania admission tax campaign. A screening of prevues of summer releases was held at the Gateway Theatre. Ninety theatre owners were in attendance.

## FWC Seeks First-Runs For Calif. D-I Via Court

SAN FRANCISCO—Claiming that Syufy Enterprises, Inc., operator of a chain of drive-ins in Northern California and Nevada; and Winchester Drive-In, Inc., together with other exhibitors, have conspired and combined to destroy Fox West Coast Theatres' New Bayshore Drive-In, San Jose, Cal., by denying it access to first run films, Fox West Coast Theatres Corporation has filed a motion in U. S. District Court for permission to file a cross-complaint against them.

Others named in the motion as co-conspirators, but not as defendants, were United California Theatres, Inc., El Rancho Drive-In Theatre, Inc., and the Tropicair Twin Drive-In Company.

The motion will be argued May 15 and the court will determine at that time whether it should be filed as a cross-complaint or as a separate complaint.

FWC is seeking a judgment in the sum of \$600,000, as triple damages.

The San Jose 1055-car drive-in was constructed at a cost in excess of \$700,000 and opened in May, 1963.

## NGC Resumes Dividend

BEVERLY HILLS, CAL. — Eugene V. Klein, chairman and president, National General Corporation, announced the directors had voted a three-cent dividend on the 3,590,443 outstanding common shares to be paid June 1 to record holders May 15.

It is understood the company plans to increase the dividend one cent a share every half-year. The last cash dividend, under the old regime, was 12½ cents paid Oct. 29, 1959.

Klein said the corporation's financial condition has improved steadily under the present management.

DETROIT—In continuing discussions with the distributors of 16mm films on the serious and growing problem of unfair 16mm competition, National Allied's executive director Milton H. London has insisted that 16mm prints of motion picture features available for theatre bookings should not be used in direct competition to commercial motion picture theatres.

London has defined direct and unfair competition as existing whenever the 16mm showing is open to the general public; subject to an admission charge or solicited donation; advertised or publicized in any media including newspapers, radio, direct mail bulletins, handbills, or posters.

London has further maintained that if schools and colleges are sincere in requesting 16mm features for educational purposes, they could not possibly object to restricting showings to classroom hours and to agreeing not to show the features on weekends.

London charges the 16mm distributing companies with failure to supervise the use to which prints are being put. He points to widespread and flagrant abuses of both contracts and copyrights such as where prints obtained by colleges and universities are being exhibited evenings and weekends in fraternities, sororities, and dormitories for personal profit and without payment of film rental. This practice has been allowed to become so prevalent that it might now require legal prosecution of the parties responsible at each college and university in order to stop it. This, of course, can only be accomplished by decisive and positive action on the part of the 16mm distributors.

Films Incorporated, largest of the domestic 16mm distributors, has expressed an understanding of the problem and a willingness to cooperate with theatre owners. A letter to Milt London from Gale Livingood, director of distribution for Films Incorporated, states that the company is notifying all of their college and university accounts that in order to obtain 16mm bookings in the future, they must specifically agree to the following:

1. The film will be shown only at the time and place specified in the application. Each unauthorized exhibition of the film will subject the applicant to additional rentals and penalties.
2. Entrance to exhibition hall will be policed to insure that only students and faculty will be permitted to enter, by showing student or faculty identification, and that the public will not be permitted to enter.
3. There will be no off-campus advertising or publicity to either students and faculty or to the general public off-campus by means of posters, newspaper (college or other), billboard, handbill, radio-television, or direct mail.
4. Films will not be shown on the weekends.

## Toastmaster For V. C. Fete

NEW YORK—Harry Herschfield will serve as toastmaster at the Variety Club of New York luncheon on May 14 honoring the Catholic Actors Guild and its president, Horace McMahon, according to Morton Sunshine, luncheon chairman.

# MPAA Attorney, N. Y. Assemblyman Debate Classification Via Video

NEW YORK—Barbara Scott, attorney for the Motion Picture Association of America, and New York State Assemblyman Luigi R. Marano, Republican from Brooklyn, debated the question, "Motion Picture Censorship: Should Movies be classified by Law?" on the Court of Reason television program on channel 13-WNDT Educational Broadcasting Corporation.

Serving on the "court" were presiding member, Robert L. Heilbroner, well-known writer and economist; visiting members, Hollis Alpert, motion picture critic, Saturday Review, and Robert B. McKay, associate dean of New York University's School of Law.

The full hour discussion provided ample time to explore the subject of motion picture classification thoroughly. Assemblyman Marano took a strong position that the state had a responsibility to inform the citizens concerning the suitability of films today for children.

"The classifying would be handled by the New York State Motion Picture Review Board. This board is already reviewing all films that apply for a New York State license," said Marano. "The proposed bill would merely allow the Film Review Board to indicate whether or not a given film was suitable for viewing by children of school age (probably up to 16). This suggested classification would be shown outside the theatre so that parents would know whether or not a given film was suitable for viewing by children, according to the New York State Motion Picture Review Board."

Barbara Scott, presenting the Association's view, stated that "motion pictures should not be classified by law. There is no necessity for such classification. It would be impracticable and unworkable and, most important, it would be unconstitutional."

In pointing out why classification of motion pictures should not be a function of the state, Miss Scott cited certain assumptions which are invalid. She stated: "The first erroneous assumption is that there can be one magic age below which children should not see certain types of motion pictures. It is a well-known fact that persons of the same chronological age but with different backgrounds may vary considerably in maturity. Maturity is the result of innumerable, intangible factors completely unrelated to chronology.

"The second erroneous assumption is that a state classifier can validly determine which motion pictures should be classified as unsuitable for children. Suitability or unsuitability of a particular picture is a subjective judgment. It must necessarily reflect the beliefs or moral precepts of the persons doing the classifying. It is for the parent who knows the emotional capacity and maturity of his particular child to determine which classification best reflects the beliefs or opinions to which he subscribes. There is ample, impartial information available to aid parents, which is of infinitely more value than any government rating or classification."

## N. Y.-N. J. Allied Meet Set

BUFFALO, N. Y.—New Jersey Allied and New York State Allied announced that their joint convention would be held at The Concord, Kiamesha Lake, N. Y., on Aug. 3-6.



Warners' "My Fair Lady" premiere in six Canadian cities between Oct. 28-Nov. 19 was set recently by, left to right, Warners' Canadian division sales manager Robert E. Myers; Warners' Canadian general manager Haskell M. Masters; Famous Players Canadian eastern division vice-president William A. Summerville; and, seated, Reuben W. Bolstad, president, FP Canadian Corporation.

## UA Domestic Branches Realigned By Velde

NEW YORK—The completed realignment of the various United Artists branches within the company's domestic sales force was announced by James R. Velde, United Artists Vice President.

The new divisional set up, as detailed by Velde, is as follows:

The southern division, under division manager Gene Jacobs, now consists of Atlanta, Charlotte, Dallas, Jacksonville, New Orleans and Kansas City. The cities under Gene Tunick, eastern and Canadian division manager, will now include Boston, New Haven, Cincinnati, Detroit, Philadelphia, Washington, and all Canadian branches.

Carl Olson, western division manager, will now supervise Denver, Des Moines, Minneapolis, Salt Lake City, San Francisco, and Seattle. The newly-created central division, headed by recently-appointed Al Glaubinger, consists of Buffalo, Cleveland, Pittsburgh, Indianapolis, St. Louis, and Milwaukee.

Additionally, Velde said that New York, Los Angeles, and Chicago will continue under the direct supervision of the home office.

Morris Weinstein, United Artists branch manager in Detroit, has been named the company's new metropolitan branch manager in New York under metropolitan manager John Turner.

## N. Y. Suit Settled

NEW YORK—The 1955 anti-trust action of 10 Nassau County theatre owners and operators against Skouras Theatres Corporation, Metropolitan Playhouses, Inc., and Century Theatres has been settled before trial in Federal Court.

The suit had sought a total of \$9,450,000 damages for alleged discrimination in runs and clearances against the plaintiffs' theatres. The terms of settlement were not disclosed. Skouras Theatres and Metropolitan had settled previously.

## Lively Art Film Debate Provides TV Exposure

DETROIT—This city today has little movie industry exposure on tv due to the few live programs of local origination, and increasing incursion of theatrical films. Therefore, it was heartening when WXYZ-TV (ABC) allotted a half hour of prime time Sunday afternoon to talk about movies.

Show business commentator Dick Osgood recruited a panel of four experts—and in this instance the gentlemen chosen certainly qualified as such, even if they did not agree about everything.

Involved were Kingdon Brown, who directs the TransLux-Krim; Ross Caccavale who runs Edward Schuman's Studio, Studio North and Studio 8; Al Dezel, distributor and operator of the Coronet and Surf; and James Limbacher, director of the Audio-Visual Department of the Dearborn Public Library.

While the program was billed as "Our Film Revolution," the subject matter was art films. The main lack of agreement was on the definition of what an art film is. Opinions ranged from geographical, budget, cultural, to "there is no such thing as an art film."

Other aspects of the field included advertising, dubbing-vs-captioning, and other subjects.

Interesting, too, that the station giving this time is the one recently referred to in these columns as having ponied up \$2.25 millions for 555 theatre films. Perhaps that was because United Detroit is also an ABC-PT affiliate, as is WXYZ.

## Oshry To Detroit For UA

DETROIT—Sam Oshry has been appointed the new United Artists branch manager in Detroit under the supervision of Eugene Tunick, eastern and Canadian division manager, it was announced by James R. Velde, UA vice-president.

Oshry, presently the company's Cleveland branch manager, replaces Morris Weinstein, who was named to the post of UA metropolitan branch manager in New York.

The new UA Detroit branch manager joined the industry in 1930 with Fox Films. Oshry was with the Armed Services for five years, and was discharged with the rank of Captain.

He joined Universal in 1946 as Atlanta branch manager and in 1947 took over that company's office in Indianapolis, where he resided until 1959. In 1960, he joined United Artists in Philadelphia, and in 1961 became UA Cleveland branch manager.

## A Boost For Hertz

COLUMBUS, OHIO—Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, has pointed out in a bulletin to members, "We think it necessary to bring to the attention of members, particularly anyone who leases an automobile by the day, trip or week, that Donald A. Petrie, chairman, executive committee, Avis, Inc., is a member of the board of directors of Subscription Television, Inc., the group who have put pay tv into operation in California and who are the cause of the fight to eliminate this threat to the film industry."

Prickett says, "In renting a car be sure and remember that the head of Avis, Inc., is most anxious to take away the means of livelihood of the motion picture exhibitors."

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# The NEW YORK Scene

By Mel Konecoff

JACK GOLDSTEIN, crack promotion expert, who was recently named national advertising, publicity, and exploitation director of a seemingly revitalized Allied Artists, has a new concept he is going to use in all future operations of his department—he is going to listen to exhibitors for advice on campaigns, market conditions, etc., before a picture goes out. Said Goldstein, let the sales department fight with exhibitors since that's part of their job. The advertising department wants their help and cooperation because it's important.

Exhibitors queried have already proven invaluable in helping to get a rush campaign together on the forthcoming "The Thin Red Line," which inaugurates the new advertising and promotion concept designed to bring about close cooperation and mutual creativity between exhibitor and distributor. This campaign could well act as the blueprint for the future, said he.

Continued Goldstein at a breakfast conference, "The separation between the exhibitor and the home office advertising department is often a very wide one. In fact, when it comes to the origin of concepts for national advertising and promotional campaigns, mutual creativity and consultation between the distributor and exhibitor are practically nonexistent."

Goldstein didn't want to spend money on a national scale, but rather at the local level and point of sale. There is no such thing as a small town these days, what with television, he opined, and everybody is "hep." We must act accordingly. He and his associates, whom he praised for superhuman efforts in getting the "Red Line" campaign out on time, will go in for pre-selling from the minute a script is okayed until it is ready for the screen. He didn't intend getting caught short again if a film's release has to be moved up.

In the future, he intends to solicit the thinking of not only local circuit ad heads but those in other parts of the country, as was the case with "Red Line." They have expressed enthusiasm and a willingness to cooperate. "The Thin Red Line" ad campaign will lay great stress on the James Jones novel, tying in his previous success, "From Here To Eternity." There's an active tie-in with Signet Books, paperback publisher, which will help sell via displays, mailings, etc.

A special publicity kit, which was designed to actually go to work, has been readied and is being distributed to key markets. He thought it would do credit to a road show picture. He termed it the most comprehensive prepared for an Allied Artists film.

Concluded Goldstein, "To borrow a slogan from the car-rental outfit, we are not the number one company, so we try harder, or hungry ball players always play better."

**FOREMAN TO THE FORE:** Writer-producer-director Carl Foreman had better not try to go to Jordan as he has been placed on that country's blacklist. It seems that the keeper of the list resents his having spent two months in Israel where he taught the art of film-making to the university students at the invitation of the Israeli government, which would like to see the annual output of features increased from four to 12, as well as an increase in documentary subjects,

Foreman, who used prints and scripts of "High Noon," "The Men," and "Guns of Navarone" as instructional aids, reported that so pleased were the Israelis with the course and its results that a full scale film school is planned, with possibly instructors coming from Hollywood or American colleges. Graduates will go into the local industry or into television, which will make its bow there within two years, modeled after the BBC. The Israeli government encourages its film industry to the extent of refunding half of the boxoffice tax to producers, and by also making available loans to film-makers up to half of the total budget.

His next project back in England will be "Born Free," on which he will act as executive producer. It will be a family film based on the best seller by Joy Adamson in which Virginia McKenna and Bill Travers will star, along with a lioness. It will be filmed in Kenya for Columbia release on a 32 week schedule starting in July. He will start work on his screenplay on Churchill, titled "The Young Churchill," his next personal project, which will be filmed in England, India, South Africa, and the Sudan starting next year. He expected that "The Victors" would gross 7½ million dollars abroad, with a domestic figure unavailable.

**PICTURES, PRESS AGENTS, AND PRODUCTION:** Leon Roth, one-time press agent and former vice-president of The Mirisch Company, reported at a press luncheon that his first film venture, "The Luck of Ginger Coffey," was completed at the Canadian film studios of F. R. "Budge" Crawley in Ottawa last week, on budget and on schedule. He had nothing but praise for the cooperation extended by the Canadian film industry, government officials, and the local citizenry. Crawley was a partner, as was director Irwin Kershner, and so was Walter Reade-Sterling Inc., which will distribute world-wide through its Continental Distributing Division.

According to Roth, Irving Wormser, president of the distribution company, and Sheldon Gunsberg, executive vice-president, the film will start its playoff in the fall with a campaign that will garner much attention both in the trade as well as with the public; with stars Robert Shaw and Mary Ure cooperating. Wormser expected the film to play in all types of theatres. The theme concerns a man and woman who are in love with each other and married to each other, and this may start a whole new trend.

The film came in under a million dollars and Roth had high praise for Wormser and his associates for being willing to take a chance with a pair of relative newcomers. He decried the Hollywood lack of concern about developing new creative talent with few exceptions and while it's risky to deal with newcomers, he felt that they should be encouraged for the benefit of the industry.

Saul Bass will do the titles for the film and will also create the art work that will go into the campaign. Roth hoped he and partner Kirschner would be able to turn out two features per year with the second in 1964 being "Don't Talk to Me—I'm In Training" for the Mirisch Company, to start in the fall for UA release. This is a comedy to be filmed in Hollywood and New York. He has contracts calling for an additional picture each for Walter Reade-Sterling and The Mirisch Company, probably to go next year.

## American Writers Doing New Satiric Screenplay

NEW YORK—Fifteen of America's most prominent young writers have been signed to contribute scenarios reflecting their respective expressions on the American scene in a novel film project announced here.

"Pardon Me, Sir, But Is My Eye Hurting Your Elbow?" is the title of the film to be co-produced by George Foster and Bob Booker, heads of Thirteen Productions, Inc., a newly-created producing firm.

Foster and Booker, who have subtitled their property, "We Would Like To Thank The Television Industry For Making This Film Necessary," are financing the motion picture with funds realized from the phenomenal sales (4,500,000 albums sold) of the satirical record album, "The First Family," which they wrote and co-produced.

Although the film will have a main theme, a tongue-in-check examination of the hypocrisies, dishonesties and ironies of American life today, each of the fifteen writers is responsible for his individual expression on a single issue within this theme.

The writers and their subjects include Godfrey Cambridge—*An unusual look at the racial issue.* British comedian and writer: Peter Cook—*Religion; a reverent look in comedy form.* Playwright Gregory Corso — *Capital Punishment; a comedy sketch.* Poet Lawrence Ferlinghetti—*Cinematic poetry.*

Also Playwright Jack Gelber—*Movies are better than ever. A comedy review.* Poet Allen Ginsberg—*Buddha comes to America. A social montage.* Novelist Herb Gold—*A view of the American businessman that asks the question, "Does He or Doesn't He?" Only his accountant knows!* Playwright Arthur Kopit—*The last of the minority groups.*

Writer Paul Krassner—*Contraception for fun and profit.* Novelist John Rechy.—*"City of Night," New Orleans, 1964.* Playwright Jack Richardson—*How To Succeed At Juvenile Delinquency Without Really Trying.* Radio commentator Jean Shepherd — *An amusing look at the adult American male.* Scenarist Terry Southern — *Narcotics: An ironic view.* Photographer-Writer Bert Stern — *A thorough examination of the glorified American female.*

Playwright Arnold Weinstein—*Be the first kid in your neighborhood to own a horrible toy.*

The cast of "Pardon Me, Sir . . ." will include a single "repertory" company of players recruited from the ranks of Broadway, off-Broadway, revues and television.

## "Day" Bookings Mount

NEW YORK—Seymour Poe, 20th-Fox executive vice-president, announced that Darryl F. Zanuck's "The Longest Day" has obtained 471 bookings in 22 countries for its saturation reissue on June 6, the 20th anniversary of D-Day, which the film depicts.

Withdrawn at the end of 1963, the film had then amassed \$28,584,000 in world-wide road-show engagements, and will be reissued on a regular run policy with much fanfare.

## Filmways Stock Dividend

NEW YORK—Lee Moselle, president of Filmways, Inc., announced, "In view of the present and prospective earnings of the company, the board declared a three per cent stock dividend payable June 12 to stockholders of record May 15."

# LONDON Observations

By Jock MacGregor

THIS IS where we came in! The first Super Cinerama Mobile Theatre is now on the road. I visited it and what an eye opener I had. It compares well with the latest in hard top shows. More on the lines of a pavilion than the conventional big top, there are 1,216 upholstered lightweight armchairs, an admirable sloping floor, carpeted aisles, ornamental lighting, central heating, and the largest screen in the country—103 ft. by 37 ft. high. The whole, which is 128 ft. in diameter and contains 25 tons of steel girders, side poles, is reached through a trailer which includes swinging glass doors, paybox, and manager's office. The projection suite, complete with the three Cinerama projectors and a standard 35mm machine, spots, etc., is mounted on a heavy transporter and raised on hydraulic jacks to the required height. Mobile toilets, sales kiosks, generators, staff dormitories, canteen, workshops, and executive trailers—to say nothing of an office and living wagon for publicist Ron Lee—round off the Cinecade. In all, 42 spectacular vehicles are involved. Five such shows are planned for the UK. Leaving this remarkable promotion—a road show in every sense of the word—with its separate performances, bookable seats, and admission range from 70 cents to \$1.70, my thoughts went back to those post war Cinema Exhibitor Conferences when the old timers talked of the early days of the itinerant showman. I always recall with relish the late Dickie Dooner's story of how driving his steam traction engine with equipment, caged lion, mighty organ, and living wagon in tow, he ignored a warning, demolished a humpback bridge, and had to stay in the town until he had grossed enough to make good the damage.

ALL TOO OFTEN taken for granted save at Oscar time, the cameraman contributes far more to a picture than artistically. A fast worker can set the tempo of a production without sacrificing quality and still create the required atmosphere. British cameramen are excelling these days, and the film section of the Critics' Circle entertained the executive of the British Society of Cinematographers for an exchange of views. Among those present were Freddie Young ("Lawrence of Arabia" and "Lord Jim"), Jack Hildyard ("55 Days at Peking" and "Circus World"), Geoffrey Unsworth ("Becket"), Chris Challis ("The Victors" and "The Long Ships"), Ossie Morris ("Lolita" and "Mr. Moses"), and George Gunn who as general manager has done so many wonderful things at Technicolor. It would appear that if you want to see the world, you should become a cameraman. There is certainly no depression in their section.

THE CINEMA EXHIBITORS ASSOCIATION annual report for '63 makes no revelations and admits to being limited to bringing together individual items into as complete an overall picture as possible of the year's work. Some wide divergencies of view have been expressed and to some extent have been reconciled. To the extent, however, that some inherent differences of opinion still remain, it is a sign of the Association's strength and sincerity of purpose that in other matters, it is able to achieve much valuable work for its members. General Secretary Ellis F. Pinkney concludes, "Whether or not a crisis, as some would have it believed, existed at the turn of the year, and whatever may have been alternative competing attractions, both official statistics and personal impressions now seem to indicate that even if it has not been turned, the corner is at least in sight."

MARCH WAS A QUIET MONTH for the Censor. Including advertising flashes, only 58 subjects were passed. An interesting fact is that no less than eight features were Italian, against 13 from America. Five came from the rest of Europe. From Britain came only two supports. . . . Sam Bronston has certainly got a move on with "Circus World," which for so big a project has been completed in a remarkably short time. Though there is some question over the title—it will be seen at the San Sebastian Festival as "The Fabulous World of the Circus"—it will be released in most territories this summer. . . . His Excellency the High Commissioner for the Commonwealth of Australia, the Rt. Hon. Sir Eric Harrison, in conjunction with Walter Shenson and United, requested my company at a press reception in honor of The Beatles, prior to their visit to Australia. I am not quite certain why! There was a mad scramble when the group finally arrived. After a photo session before a map of Australia worked out in apples, they withdrew to an office for lengthy phone interviews with American reporters at the World's Fair. Perhaps Mel Konecoff knows what it was all about for shortly afterwards they were away. By this time, the map of the country had cascaded among the guests. The apples proved excellent eating. . . . When much of the Rank Theatre Division moves out to the country at Whyteleafe in the fall, British Railways will run a Rank Special to London every night. Publicity and booking departments will remain in London. . . . Lunched with Bud Ornstein and found him delighted with both the artistic and commercial successes of "Tom Jones," which he brought under the UA banner. In many of its re-runs, it is taking more than it did originally and being retained. A weakness in the present London release pattern is that normally there are so few good class second run situations that the benefit of word of mouth is often not reaped. However, things are becoming much more flexible with the result that the public gets more chances to see the hits, and all sides of the industry benefit. And on the subject of flexibility Rank played oldies instead of "Captain Newman" on Sunday in many South London theatres. Incidentally, Rank shares have hit a new high and continue to rise. . . . David Kingsley and Roy Boulting have resigned from the board of Shepperton Studios to make way for Joseph Janni and Hal Mason, who join chairman Sidney Gilliat and managing director Adrian Worker.

## Filmways 6-Month Income Tops Full Previous Year

NEW YORK—Net income after taxes of Filmways, Inc., for the six month period ended Feb. 29, amounted to \$148,564 or 25 cents per share on 601,492 shares outstanding, it was announced by Lee Moselle, president of the television and motion picture production company.

Moselle pointed out that this sum is approximately 2½ times the company's net income for the corresponding six months ended Feb. 28, 1963 (\$58,036 or 10 cents per share), and exceeded Filmways' net income for the entire preceding fiscal year (\$122,408 or 21 cents per share).

Moselle added that Filmways' three television shows, "The Beverly Hillbillies," "Petticoat Junction," and "Mr. Ed" have all been renewed by CBS for next year. A new show, "The Addams Family," based on Charles Addams' cartoons, will be seen on ABC next fall, thus giving Filmways four shows on the air.

Filmways' motion picture activities under Martin Ransohoff, chairman of the board, have resulted in three motion pictures in release and three in production this year: "The Wheeler Dealers," starring James Garner and Lee Remick, now being distributed by MGM; "The Americanization of Emily," starring James Garner and Julie Andrews, an MGM release set for this fall; and "Topkapi," a Jules Dassin production starring Melina Mercouri, Peter Ustinov, and Maximilian Schell, soon to be released by United Artists.

Going into production shortly will be "The Loved One," to be directed by Tony Richardson; "The Cincinnati Kid," to star Spencer Tracy with screenplay by Paddy Chayefsky, to be produced by Ransohoff; and "The Sandpiper" for Columbia Pictures release.

## McCue Joins Gorton

NEW YORK—Ron Gorton, president of Gorton Associates, Inc., distributors of "Panic Button," announces the appointment of Tom McCue as operations manager.

More  
light  
+  
slower burn=  
lower costs



**NATIONAL**  
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## ALBANY

Co-producers Del Tenney and Allan Iselin returned from London in time for the local exhibition of their horror 20th-Fox package, "The Horror Of Party Beach" and "The Curse Of The Living," at Iselin's Auto Vision Drive-In, East Greenbush; and Turnpike Drive-In, Westmere. . . . Two drive-ins, the Whitehall, Whitehall, and Aust's Open-Air, South Glens Falls, come under the banner of Joseph Sherman, Fair Haven, Vt., exhibitor. John DiResta had conducted the Whitehall; and William H. Aust, the Open-Air. Sherman is managing the Open-Air; and Howard Loomis, long-time director of the Capitol, Whitehall hardtop, is in charge of the nearby automobiler. Sherman will end his lease of the Capitol; and also the State in Mechanicsville. Reports are that James Benton, Saratoga Springs, son of the late founder of Benton Theatres chain, may demolish the two conventionals. He continues to head the Strand, Plattsburgh. . . . Valley Brook Drive-In, Lowville, is now being booked and bought by John C. Wilhelm. . . . Fred Dorr is managing Samuel E. Rosenblatt's Ft. George Drive-In, Lake George Village. He took the position filled last season by Barry Rosenblatt, son of the Albany-based owner, who has joined the Army. . . . Bob Friedman, Buffalo branch manager, has been promoted by United Artists to head the Philadelphia, Pa., branch. . . . Donald Schine, George Lynch and Si Evans, Schine Circuit executives, Gloversville, flew to Hollywood to see Warners' "My Fair Lady."

## ATLANTA

Dixieland Drive-In, Oppa, Ala., has been bought by Fred T. McLendon. . . . Mr. and Mrs. R. V. Smith, Theatre Service Company, left for a trip to Philadelphia. . . . Martha Hall, MGM secretary, was on a Florida vacation. . . . Linda Spruell has been added to the MGM booking department. . . . The WOMPI nominating committee headed by Louise Bramblett, Wil-Kin Theatre Service, is working on a slate of officers for the coming year. Other members of the committee are Polly Puckett, Embassy; Edythe Bryant, National Screen Service; Mrs. Oris Smith, MGM; and Mary Jane King, Warners. . . . Mrs. Jean Mullis, past president, International WOMPI, is looking forward to an addition to her family in October. . . . Embassy secretary Anita Wright returned after a visit to a sick aunt in Etowah, Tenn.

## BALTIMORE

Bernard Seaman, former chief barker of the Variety Club and a manager of the Hippodrome, is now a representative with a travel bureau agency. . . . Jack Bishop, former manager with JF Theatres, is now managing the Mount Vernon Drive-In, Alexandria, Virginia. . . . John G. Broumas' booker, Bob Goldhammer, and Maryland realtor Tex Fisher, have broken ground on their new Laurel, Maryland, Drive-In on Route 1 opposite the Laurel Shopping Center. They expect to open it the first of June. . . . Leon Bach, Rome Circuit, visited in Los Angeles. . . . Jerome Sandy, AIP manager, arranged and had "Muscle Beach Party" openings in 105 theatres in nearby Maryland, Virginia and District of Columbia. Boxoffice receipts proved the top-flight campaign Sandy put on. . . . The Trans-Lux Hippodrome is scheduled to start its legit policy September 15.



Mrs. Agnes Oliphant, 84, winner of MGM's nationwide campaign to locate a genuine "Mail Order Bride," is seen with star of the film, Lois Nettleton, during a visit back stage with the famed Radio City Music Hall Rockettes while on her trip to New York City as guest of the film company.

## BOSTON

Davis Film Distributors of Boston, exclusive national distributors of the new Eastman Color motion picture, "The Magic Fountain," which was adapted from the well known Grimm's fairy tale, "The Water of Life," has announced the appointment of Tarler and Skinner, Inc., Boston advertising agency, as national representatives for advertising, promotion and public relations. The film will have its premiere in New England in drive-in theatres during July. . . . Installation of officers of Boston Cinema Lodge, B'nai B'rith, was held at the Longwood Towers in Brookline at a breakfast meeting on May 3. Robert Waldman, re-elected president, was installed to the office along with other officers: Harvey Appell, Boston branch manager of American International Pictures, Henri Schwartzberg, American Theatres Corporation, Nathan Buckman, David Titleman, sales manager, MGM, Boston, Paul Kessler, Rifkin Drive-In Theatres, Phillip Berler, vice presidents, Melvin H. Davis, Davis Film Distributors, was installed as corresponding secretary; Joseph Hochberg, financial secretary; Louis Katz, treasurer; William Kumins, branch manager, Warner Bros., chaplain; Paul Levi, guardian; Albert Lourie, warden. Trustees from the motion picture industry installed were: Carl Goldman, George Roberts, Louis Richmond, Sam Pinanski, Sumner Redstone, Herman Rifkin, Ted Fleischer, Joseph E. Levine, Arthur Lockwood, Richard Smith. . . . Ben Sack gave a "Mary Poppins" luncheon at the Boston Club here as which he announced plans for the gala premiere of the Walt Disney musical spectacular on hard ticket at the Gary on Oct. 23 for the benefit of the Cardinal Cushing charities. Sack, just back from Hollywood where he was one of 16 key city exhibitors to be flown out in Walt Disney's private plane for the "Mary Poppins" campaign, received a "Mousketeer" award trophy from Disney for "showmanship," and made a special trailer with Disney in behalf of the musical film, which will be shown in all Sack Theatres. Sack also announced that he is opening "My Fair Lady" at the Saxon Theatre on Oct. 28. He is also opening "Becket" with a benefit preview for former Gov. John Volpe at the Music Hall on May 15, followed by the regular run at the Saxon starting May 16.

## BUFFALO

Buffalo's Variety Club, Tent Seven, is concentrating on its role as host to the showmen of the world. George C. Hoover, executive

director of Variety Clubs International was in Buffalo the other day to confer with local planners of the big pow-wow, scheduled for Buffalo June 30 to July 2. A chartered jet-load of theatre executives from England and a similar group from Mexico were among probabilities discussed during the session. George Hoover, of Miami, and J. J. Fitzgibbons, Variety International representative of Toronto, worked on the blueprint of the convention with Thomas W. Fenno, chief barker, James J. Hayes, Buffalo's convention chairman and numerous others cooperating in arrangements. These included Harry L. Berkson, finance; Edward F. Meade, Publicity and Miss Giannini Pappalardo, Mrs. Minna Zackem and Mrs. Dorothy Atlas, representing the Women's League of Variety. . . . Having delivered only three of its six promised stage productions, the Century theatre is mailing refunds to its subscribers. "We haven't given up and expect to give it a tougher, earlier try next year," is the word from Managing Director Charles Funk. . . . Angelo Bruno, 66, whose golden tenor captivated La Scala Opera House audiences in Milan a generation ago, died here. He conducted a voice studio in his home. . . . Melody Fair, the theatre-in-the-round at Wurlitzer Park, will open June 16. . . . Michael Gross, brother of Mrs. Richard Adams, of the booking department of the Buffalo Paramount corporation, died. . . . General A. Conger Goodyear, industrialist and art connoisseur, who had been a director of Paramount Pictures, and whose gifts formed the backbone of Buffalo's Albright-Knox Art Gallery Collection, died at his home at Old Westbury, L. I. . . . The Women's League of Tent Seven, Variety club of Buffalo, held its April luncheon in the clubrooms. Miss Giannina C. Pappalardo, president of the league, led a discussion of plans for women's activities at the Variety Clubs' international convention in Buffalo, June 30 to July 2. Mrs. Herbert I. Cohen was luncheon chairman, assisted by Mrs. Sidney I. Krohn. Mrs. Elizabeth R. Wilcox was door chairman and Mrs. David A. Zackem was vice chairman. Miss Ruth D. Frank, program chairman, introduced David Wainwright, account executive at Merrill, Lynch, Pierce, Fenner & Smith, Inc., who spoke and showed a film, "The Lady and the Stock Market." . . . Speaking editorially under the heading, "Well-Placed Oscars," the Buffalo Evening News said, "Academy Awards are not an infallible guide in filmmaking. Last night's top honors, however, are likely to receive wide critical and popular endorsement, singling out as they did the justly celebrated 'Tom Jones' as the year's best picture and an outstanding group of individual performers headed by Sidney Poitier and Patricia Neal. The diversity of the awards was especially impressive. In spite of the seeming dominance of two productions in the nominations, a variety of worthy films shared in the recognition actually granted. For all the tinsel and commercialization, these awards serve as both a stimulus to creative achievement and a reflection of continuing vitality in the celluloid medium."

## CHARLOTTE

Stewart-Everett Theatres has begun construction of a 1,000-seat motion picture house on Independence Boulevard, just east of the Charlotte Coliseum, at Charlotte. C. B. Trexler, president of the company, said completion is scheduled by Oct. 1. No cost was announced, but with land and equipment, it

is expected to represent an investment of nounced last year and originally was planned as a twin theatre. Later, decision was made to build one large theatre instead of two. The proposed twin theatres were to have had a combined 1,300 seats. The exterior of the single theatre will have almost the same exterior appearance as the twin theatres were to have. A glass front will face on Independence Boulevard, the lobby will have restrooms on one side and lounge facilities and offices on the other. A large standing-room area will be between the lobby and the auditorium. . . . The Varsity, Raleigh, N. C., has been newly renovated and has a new manager, Kenneth Everest Finlay, Jr., formerly manager, Center, Charlotte. Finlay succeeds Tom Moody. A native of Richmond, Va., Finley is a veteran in the motion picture exhibition field, having been associated with theatres in Texas, Wisconsin, New York, and Canada. His father once ran the old Opera House, Goldsboro, N. C. Among renovations which have been completed are newly upholstered seats and a large lobby which includes a long refreshment counter in a lattice-like setting, colorfully decorated and separated from the auditorium by drapes. The enlarged lobby also has made larger rest rooms possible. The Varsity is owned by the Wilby-Kincey circuit of Charlotte and Atlanta, which also owns the Ambassador, Raleigh. W. G. Enloe, Raleigh, is district manager for the circuit in eastern North Carolina.

## CHICAGO

J. R. Gottlieb, president of L & M Management Co., Inc., announced that the zoning had been cleared for a new 1200 car drive-in to be built at the southwest corner of Randall Road and Oak Street in North Aurora, Illinois. . . . Variety Club's annual "King for a Day" title went to Abe Saperstein, owner, Harlem Globe Trotters. Saperstein was honored at a luncheon at the Pick Congress hotel. Sports editors from all newspapers and top athletes were invited to attend the ceremonies. Proceeds for the award event will go to La Rabida Sanatorium, Variety's pet charity. . . . Edward S. Redstone, president of NAC, reports that officers and directors of NAC will hold their midyear board meeting on May 28 at the Sheraton-Blackstone hotel. Nominating and Finance committees will meet a day in advance. General Convention committee for NAC convention and NAC-TOA trade show, scheduled for Sept. 28-Oct. 1 at the Conrad Hilton hotel, Chicago, will meet for a session May 29. . . . Harry Weese, chairman of the Auditorium building committee, reports that work has begun on restoration of Chicago's famed Auditorium and is expected to be completed in time for the 1965-66 season. . . . Times, Savanna, Ill., has been reopened by Robert Shrake. . . . Quincy Drive-In, Quincy, Ill., reopened after an extensive modernization program. . . . Walter F. Jacobson, general manager, Wagner Sign Service, Inc., theatre sign builders, is retiring from the company after 38 years of service. . . . Carl Klemencio reopened the Palace De Pue, Ill., for spring and summer seasons. . . . Lee, Joliet, Ill., was gutted by a recent fire. Edward Codo, owner, says that he estimates that damage to the house will approximate \$150,000. . . . Golf Mill theatre, under Fink Stern management, is adding a golf driving set-up to its amusement park. . . . Seeburg Corporation, producer of vending equipment for concession trade, broke ground for a 15 million dollar addition to

their plant at 1500 No. Dayton Ave. . . . Fox is closing their film screening room at their exchange, leaving only Universal's exchange for use of film trade screenings. . . . Marbro, considered at one time to be one of the city's finest, is being wrecked. . . . Balaban and Katz will present the first telecast of the 48th annual speed classic at Indianapolis Speedway on May 30 at four of their Chicago theatres, State, Lake, Uptown, Congress. . . . Halay Enterprises has been formed by H. E. Abrahamson to operate outdoor theatres. . . . Esquire, under H and E Balaban management, is featuring an exhibit of oil paintings under management of Helen Thorhaug. . . . Bob Stein, owner, Golf Mill, gave an Academy Awards costume party the night of the tv presentations. Guests came dressed as one of the characters in any of the nominated pictures. . . . Ann Marsters, movie critic of Chicago's American, reports that parents have been calling and writing her to say they can't find movies fit to take their children, suggesting it would be a great idea if one theatre in each community, including the loop, showed nothing but "good family fare." The parents also said they feel sure the theatre carrying out such a program, would prosper. Ann Marsters stated: "It could be an interesting experiment—but would it be successful? Some rather jaded theatre men have smiled wearily when I passed on the suggestions. They claim such a policy would be a bust financially, and that families do not give consistent support to family films. Besides, there is not a sufficient supply of suitable products." Miss Marsters went on to recommend two current films: "The Tiger Walks" and "The Incredible Mr. Limpet." . . . Competition between outdoor theatres is becoming tough here. For example, Kohlberg's Starlite is running triple bills and has cut admission from \$3 to \$2 a car-load, and 66 Drive-In has a triple-bill program and special car heaters for patrons. . . . Bene Stein, Golf Mill, wrote the following memo to Irv Kupcinec, which Kup in turn reported in his column: "Our patrons make it a ritual every Saturday night—sitting in our lobby watching your tv show until the wee hours Sunday. I now plan to feature a late, late showing of our movies on Saturday, so that I can keep the theatre open until 3 a.m. We'll start this policy with 'Tom Jones' on April 19." . . . Arthur Penn, director, making "Mickey One" here, signed up four hoboes from West Madison street at \$10 a day for a scene at the General Iron Industries. The hoboes were in a rescue mission when Penn found them. Penn says, "They're doing very well."

## CINCINNATI

The RKO Palace which opened in 1919, closed for a complete renovation. When it reopens in late May with "The Chalk Garden" it will be known as the delux RKO International '70. The theatre's last gesture before closing was the special all-day showing of the "Merry Widow" and its current feature "Act One" in appreciation to the Golden Age Club members. . . . Bob Hope and Gloria DeHaven were the drawing cards at an annual Cincinnati Charity Horse Show at the Cincinnati Gardens. The funds raised go for the support of the Bob Hope House and the Childrens' Fund of Hamilton County Juvenile Court. . . . The Ladies' Auxiliary of Variety Tent Three recently entertained its new membership at a beautifully appointed luncheon at the Vernon Manor. . . . Film Row was pleased to learn of the appointment of Irvin Sochin as vice president

of Times Film Corp. Sochin was a former Universal manager here a number of years ago. . . . Gus Boudot, UA office manager, is in Good Samaritan Hospital for observation. . . . Carl Weinberg, MGM booker, is vacationing in Florida. . . . Bob Laws, former Columbia booker and now retired, has returned from a four-month vacation in Arizona. . . . The Dabel, Dayton, O., has sold almost all its seats through May 30 for the special Saturday morning shows of "It's a Mad, Mad, Mad, Mad World" for young people. . . . Film Row welcomes Bob Berger as MGM contract clerk replacing Dorothea Lang, who resigned to be married in early May.

## COLUMBUS

Manager Ed McGlone, RKO Palace, said the local theatre is on the near-future list for remodeling. RKO Palace, Cincinnati, is now being remodeled for a May 27 re-opening with "The Chalk Garden." RKO theatres in Dayton and Rochester, N. Y., along with the Palace here, are next in line for transformation into RKO International 70 Theatres. . . . Manager Sam Shubouf, Loew's Ohio, member of the area appearance subcommittee of the Downtown Area Committee, said that the committee will push an improvement program for the downtown business and theatre area, including better street lighting, improved street cleaning, sidewalk cleanliness, installation of more tree planters and dressing up vacant windows. Use of flood lights to dramatize building exteriors also was discussed. . . . Screen star Maurice Chevalier will bring his one-man show here May 25 at Veterans Memorial. . . . Screen actress Denise Darcel has been announced to star in "Can Can" as closing attraction of the Kenley Players at Veterans Memorial the week of Sept. 8.

## DALLAS

The premiere of "Circus World", the new Cinerama film, will be at the Capri, operated by Trans-Texas, on June 24. It is expected that star John Wayne is to head a number of personalities to take part in the premiere activities. . . . Miss Patsy Thompson was the first place winner in the 10th annual Academy Award Sweepstakes which was conducted here by Interstate, Rowley United Theatres, Stanley Warner of Texas, I. B. Adelman, Trans-Texas Theatres, the Dallas News and Delta Airlines. The first prize was \$500 in cash plus a round trip to Hollywood. . . . Dave McGrath, of the New York office of Metro-Goldwyn-Mayer, is due here for a visit in behalf of "The Unsinkable Molly Brown." . . . Bill Gehring, division manager, 20th Century-Fox exchange, returned from a business trip to New York where he attended a sales conference. . . . Earl Podolnick, president of the Trans-Texas Theatres, and his wife attended the recent Academy Awards presentation in California. . . . Sympathy was being extended to Harry Sachs, of the Delman, on the recent death of his wife. . . . James O. Cherry, city manager for Interstate Theatres, said that all circuit houses in Dallas will handle tickets for the closed circuit television presentation of the Indianapolis 500 race on May 30 to be shown at the Palace beginning at 9:40 a.m. with tickets on sale at \$4. . . . Interstate Theatres and Texas Consolidated Theatre at their recent three day convention had on display 10 four by six panels of pictures on the general theme of "From Footlights to Film." There was high interest displayed by the key personnel of the circuits attending as well as by amusement editors that the panels will



be sent on a statewide tour. . . . Raymond Willie, vice president and general manager of Interstate Theatres, returned from the West Coast where he attended a special preview of "My Fair Lady" as the personal guest of Jack L. Warner, president of Warner Bros. . . . "The Fall of the Roman Empire" is being shown at the Tower each Saturday morning at 9:30 a.m. for the youth of the city with tickets priced at 90 cents with no reserved seats. . . . Jimmy Brassell, head booker, Trans-Texas Theatres is in Baylor Hospital recuperating following minor surgery. . . . Norm Levinson, general manager, Trans-Texas Theatres, has announced that "It's A Mad, Mad, Mad, Mad World" has been given a two week extension due to the increased attendance. . . . The Denton Road Drive-In on May 7 will observe the 12th anniversary of the opening of the theatre and the 45th anniversary of Mr. and Mrs. Herold Goodman in show business. Goodman is manager of the drive-in.

## DENVER

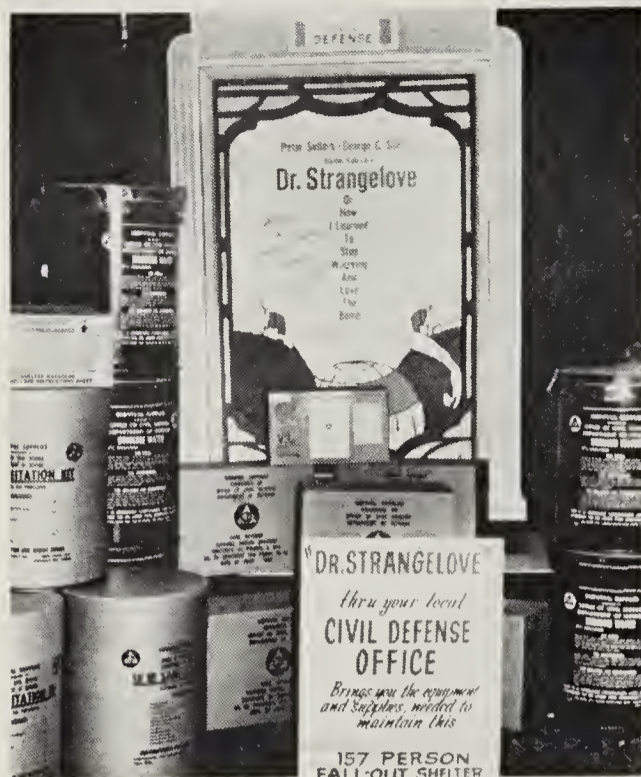
The Crystal, Carbondale, Colo., which usually opens for the summer season, will remain dark this year. . . . The Hills Drive-In, Spearfish, S. D., opened. . . . New carpeting and National Drink Machines have been installed, along with new concessions equipment, by National Theatre Supply in Dick Kline's Trojan, Longmont, Colo. . . . West, Craig, Colo., has just installed a new Walker Crystalgain screen and new draperies. . . . Donna Lea, secretary to Ray Davis, Fox Intermountain Theatres division manager, is WOMPI's newest member. . . . Plans for the "Forward Look 1964-65" meeting to be held May 20 and 21 at the Brown Palace Hotel here call for a luncheon meeting to be followed by selling campaigns on current releases. Second day events start with a continental breakfast and close with the Forward Look banquet. Tickets covering all events are \$25 per couple or \$15 for gentlemen and \$10 for the ladies. . . . Mr. and Mrs. John Sawaya, Fox, Trinidad, are proud parents of a new baby daughter. . . . Mrs. L. A. Starsmore, wife of Westland Theatres' Larry Starsmore, is hospitalized at Glocker-Penrose Hospital in Colorado Springs. . . . WOMPI Founder's Day brunch has been set for May 24 at Mount Vernon Country Club.

## DES MOINES

Virtually the entire state of Iowa went on Daylight time, with a last-minute adoption by city councils across the state. Movie exhibitors attempted to halt the movement in many cases but it was impossible and swept the state with virtually all the large cities going on fast time except Council Bluffs and Sioux City and it was still a question whether these western border cities would make the change or not.

## DETROIT

Jack Beeman, manager, Miracle Mile Drive-In, Pontiac, Mich., and concession manager James Brennan were held up and robbed of \$12,000. . . . Variety Club of Detroit, Tent Five, tendered a "Morrie and Florrie, Begorrie We're Sorrie You're Going Away Partie" to bid farewell to Weinstein, who has been appointed branch manager for United Artists in New York City, relinquishing the same post here. He received a handsome wrist



Gene Plank, Embassy, Reading, Pa., recently devised this unique display of civil defense fall-out shelter equipment to help both the local program in his town and to ballyhoo Columbia's "Dr. Strangelove Or: How I Learned To Stop Worrying And Love The Bomb."

watch, and Mrs. Weinstein a pearl brooch. UA past, present and future were represented. Retired branch manager, Sydney Bowman, Weinstein and incoming Sam Oshry, the last named transferred as branch manager from Cleveland were all there. Following cocktails, exhibitor Nicholas George tendered a dinner party for some of the Weinsteins' intimates.

Most downtown theatres are trying like mad to lure the ladies. There's "Ladies' Day" every week at 50 cents a show. However, Ray Schrieber, operator of the Colonial, after all these years, seems to have developed an anti-feminist streak. His marquee last week read: "AND GOD CREATED WOMAN THE NIGHT HEAVEN FELL." . . . Add long term good news for downtown exhibitors: Internal Revenue Service has acquired nine acres and will build a center for processing income taxes from all over the country. The plot is part of Corktown (Skid Row) which the city razed and is selling the federal government. Price paid for the land is slightly under \$400,000, and the building will cost \$4 million. This will create 1,600 new jobs. But, even more important, there will be trained there 10,000 IRS employees every year to use the latest data processing equipment. Previously announced were the new Federal Building to house 3,500 employees of the Defense and Treasury Departments, as well as Veterans Administration and other agencies now located at various points throughout the city. This will cost \$33 million. . . . Milton H. London leads a peripatetic existence. Recently, he had to put on his National Allied hat to be in Chicago for an Illinois Allied meeting on a Tuesday. Next day found him in Minneapolis for a unit meeting which lasted until 2:00 a.m. Changing to a Michigan Allied hat, he took off at 5:00 a.m., heading for Lansing to which there was no direct transportation. The plane flew over Lansing, but landed in Detroit. He had to scuttle back by car to make an 11:00 a.m. private hearing of the Michigan Senate Labor Committee on a minimum wage measure. Of course, he's got some of his own business to mind, but that should be easy if you can get by with three hours' sleep.

## HOUSTON

Producer Ivan Tors and African wildlife man Ian Bryan are scheduled to pay a visit to Houston on May 23 in behalf of MGM's "Rhino." . . . The Jefferson Amusement Co., of Beaumont, Tex., which operate the Windsor Cinerama, has sued Houston Operators Local 279 because members failed to report for work on Nov. 22. The theatre asks \$3,800 damages plus \$1,800 lost in ticket sales and \$2,000 in "loss of prestige and reputation because the theatre was closed." Commenting on the suit, Lewy Evans, the local's secretary, said: "This certainly does not speak well for management. All theatres were closed here in due respect of our President, as were many theatres all over the U. S." President Kennedy was assassinated on Nov. 22 in Dallas. . . . Richard Melton has been named manager of the River Oaks replacing long time manager Johnny Smith, who has announced his retirement and plans to move to California. . . . "Circus World" has been booked for showing at the Windsor Cinerama, according to Charley Paine, managing director. The film is scheduled to open in June. . . . The Judges in the Houston Chronicle Oscar Contest were so swamped with entries that they were unable to announce the winners the week of the contest. There were more than 102,000 entries received in the contest which offers a 1964 Tempest as first prize. Forty-nine winners will be given movie tickets, including a year's supply to second and third place winners. . . . There were four features showing at the Airline, Winkler, Pasadena, Hempstead and Irvington Drive-Ins. . . . A special student matinee is being held at the Tower on Saturdays at 2 p.m. when "The Fall of the Roman Empire" is shown with tickets at \$1. . . . An exhibition of theatrical memorabilia from the University of Texas will tour the state, Houston included, under the auspices of Interstate Theatres.

## JACKSONVILLE

Tom Sawyer, a Florida State Theatres' booker for the past several years on the staff of Harvey Garland, FST film buyer, has been advanced to head the FST home office advertising department, announced Louis J. Finske, FST president. He also has named Joanne Starr as an associate in the advertising setup and advanced Vivian Ganas, former booking secretary, to the booking duties formerly performed by Sawyer. . . . John Tomlinson, head of the Tomlinson Co., local booking agency, has taken over booking duties for Gold-Dobrow Theatres, a circuit which operates five theatres at Pahokee and Belle Glade in the heart of the rich Everglades farming region. . . . Herman Allen, formerly an independent booker, has joined the local staff of film distributor Gordon Craddock, who has offices here and in Atlanta. Wanda Maples is another addition to the Craddock office which was formerly staffed only by Craddock and Mrs. Peggy Foland. . . . Robert Baum, who operates the local Negro-patronage Roosevelt and Strand theatres and the Skyview Drive-In, was the lucky winner of a \$50 first prize in a contest conducted by the Motion Picture Charity Club and WOMPI. . . . Sandra Bunch has joined the Warner Bros office staff. She is the wife of Howard Bunch, 20th-Fox booker, who recently returned from a tour of two weeks active duty with the Coast Guard Reserve. . . . Plans for dedicating a park and playground for the exclusive use of handicapped children were announced jointly

by Tom Sawyer, president of the Motion Picture Charity Club, and by Harvey Garland, president of the MPCC's Children's Foundation. The facility will occupy a 10-acre site in nearby Arlington, and it will have a fishing pond, swimming pool, play courts, baseball diamond, a playground with equipment for several sports. . . . Myrtice Williams, PBX operator at FST, was honored by her associate workers on her recent birthday. . . . New victims of the measles going around Filmrow were Thelma Claxton, MGM office, and three of the four children of Marjorie Roberson, secretary to Bob Capps, MGM manager. . . . WOMPI members began planning a new birthday party for residents of the All Saints Catholic Home for the Aged on May 9. . . . Mrs. Marilyn Burke, daughter of Mrs. Mary Hart, WOMPI leader, is recovering from a heart operation in Baptist Hospital. . . . W. A. Ruth, president of the Northeast Florida Heart Ass'n, has extended liberal thanks to WOMPI members for their important services in the Heart Ass'n's 1964 financial drive. . . . The annual WOMPI Founders Day Meeting is scheduled to be held at the home of Vivian Ganas on May 24. . . . A rummage sale of clothing, household utensils and furniture will be conducted by WOMPI members on June 20 at the Brentwood Housing Project. . . . Dick Eason, booker for MGM Theatres, Leesburg, has taken over operation of the 41 Drive-In, Brooksville, from former owner Howard Smith. . . . A. F. Parmalee is planning to reopen the Cinemarada Drive-In on May 1. It is located on Islamorada, one of the larger islands in the Florida Keys, and Pete Dawson, United Booking Service, Miami, will handle bookings. . . . Mary Ellen Boyd has taken a maternity leave of absence from the Warner Bros. office. . . . The Joylan Drive-In, Dade City, has been reopened by Floyd Theatres. . . . Mrs. Sue Spencer, who resides here on Clapboard Creek, has sold the motion picture rights of her best-selling book, "African Creeks I Have Been Up," for \$25,000. She said that Universal Pictures will produce the motion picture. The wife of a mining engineer, Mrs. Spencer's book is based on a collection of letters to her children in the United States while she was in Africa with her husband. She plans on returning to Africa in June with her two sons who are now attending local Bolles School. She has a daughter, Susie, who has been assigned to French West Africa as a Peace Corps worker. "She'll be the only girl in the Peace Corps whose mother follows her around and looks after her," Mrs. Spencer said.

## MIAMI, FLA.

Jim Maury was handling the North Dade Drive-In during Krag Collins' hospitalization. Allan Johnson has been appointed manager, Plaza, West Hollywood, assisted by Cal Hanna. David Haggerty is transferred from the Plaza to be manager, Wometco's new Boca Raton, opening May 27th. Keith Hendee is area manager, Wometco's Broward and Palm Beach county theatres. Vincent Hamelin is promoted to House Manager, Gateway, Ft. Lauderdale. . . . Sympathy was extended to Bill and Frank Gonzalez in the passing of their father. Bill is head of Wometco's air conditioning department and Frank is one of the air conditioning mechanics in the department. . . . John Reed, Parkway, got good response from his "Oscar Nominee Film Festival" contest. . . . David Haggerty, recently at the Plaza, but newly transferred to the new Boca Raton, was quarterly winner in Wometco Enterprises, Inc. "Manager-Plus" Contest, with 88 points. Haggerty

was awarded a check for \$70.00, tax paid. Mary Lawrence, Sunset, with one point less, was runner up. . . . Tom Rayfield, Carib, with sales of 530 books, was first in the March Thrift-Tik-It sales contest, earning \$100.00 for himself. James Maury, Rosetta, sold 285 books, and Cecil Allen, Mayfair, sold 205 books, earning for themselves \$40.00 each. Mary Lawrence, Sunset, was also a prize-winner, earning for herself \$35.00 for selling 101 books and signing up a new organization. Howard DeBold was the final prize-winner, with sales of 100 books, giving the co-manager of the 163rd St., \$20.00 for his efforts. . . . A new contest has been announced by Wometco, in conjunction with its annual Summer Movie Club. First prize of \$100.00 (tax paid) will go to the theatre manager who exceeds his individual Advance Season Ticket Sales Quota by the largest percentage. Managers of the Gateway, Palm Springs, 163rd St., Miracle, Boca Raton, Plaza and Sunset are eligible to participate in this phase of the contest, but managers of any Wometco theatre have a chance to earn \$100.00 (tax paid) by selling the largest total money amount of Season Tickets to banks, merchants, or groups. A minimum of \$650.00 in sales is required to qualify. . . . Krag Collins, North Dade Drive-In, had cheering news despite his hospitalization, when he learned that he was winner in a special exploitation contest. . . . Ted Sack has been promoted to vice president and general manager of Reela Films, Inc., a division of Wometco Enterprises, Inc., one of the Southeast's largest films production and processing companies. . . . Stanley L. Stern, head, Wometco's insurance and real estate dept., was hospitalized at Mt. Sinai, Miami Beach. . . . Herbert House has been employed as assistant to Elmer Radloff, Wometco Enterprises, Inc. treasurer. Radloff intends to retire shortly.

## NEW HAVEN-HARTFORD

Mike Adorno, M&D Theatres, Middletown, ran a "Guest Night" during hold-over engagement of Paramount's "Seven Days in May," admitting an adult free accompanied by adult ticket-purchaser submitting clipping of newspaper ad announcing the offer, at the first-run Palace, Middletown. . . . James Collins, district manager, Smith Management Company, conferred with Alfred Alperin, Meadows Drive-In manager. . . . Paul Levi was in town ahead of American-International's "Muscle Beach Party," setting up promotion and press breaks with Ray McNamara, Allyn, and Brooks LeWitt, Berlin Drive-In. . . . Milton LeRoy, president of the Blue Hills Drive-In Theatre Corporation, was a New York business visitor. . . . A. Leo Ricci, owner, Capitol, Meriden, Conn., has been named to that city's School Building Committee. . . . The subsequent-run Barnum, Bridgeport, Conn., has a new Tuesday night "Family Plan" policy in effect, admitting adults for 75 cents and hosting all children as guests of management. The plan, similar to long-standing policy at Connecticut's 50 drive-in theatres, is a first of its kind in a regional hard-top. . . . Russ Newton, manager, American Theatre Corporation's Capitol, New London, Conn., has been named general chairman of the annual New London Lions Club-sponsored Flower Show at that city's Ocean Beach Park Auditorium. . . . Robert Sharby and Horace C. Decelles, both of Pittsfield, have disclosed plans for construction of a drive-in in Great Barrington, Massachusetts. . . . The suburban East Hartford Redevelop-

ment Agency has disclosed plans for a \$6 million retail shopping center south of Pitkin St. The proposed facilities would include a motion picture theatre, but just what interests would operate this facility is yet to be determined. . . . Loew's Theatres Inc. has shifted Charles P. Gaudino, manager of Loew's Poli, Springfield, Mass., for the past 11 years, to similar post at Loew's State, Providence, R. I., succeeding William Trambukis, newly promoted to northeastern division manager. Robert McKinley, on the State, Providence, staff, becomes acting manager of Loew's Poli, Springfield. . . . The Connecticut film exhibition community honored John Pavone, retired Allied Artists branch manager, at a testimonial luncheon, chaired by Angelo Lombardi, Warner Bros. branch manager, and Henry Germaine, Paramount branch manager. . . . In a promotion precedent for Connecticut first-run situations, Ollie's Steak House, downtown Hartford, has lined up three first-runs, the AB-PT Allyn, the independent E.M. Loew's, and Stanley Warner Strand, for Theatre Night Plan on Mondays and Tuesdays. The plan, designed to bolster restaurant and theatre business early part of the week, is highlighted by restaurant presentation of the price of a single adult theatre ticket to each couple patronizing the restaurant on Monday or Tuesday. The couple may select the theatre. Cooperative advertising is being used. . . . Hampden County Superior Court Judge John M. Noonan has issued a temporary injunction enjoining Western Massachusetts Theatres, Inc., from disposing of equipment in the State, Pittsfield, Mass. The injunction was issued following a show-cause hearing. Plaintiff Peter Cimini of Pittsfield charges that W-M-T bought the theatre's real estate from him last November, but has since been disposing of contents allegedly not part of the transaction. . . . New writing team of Allen M. Widem, Hartford Times amusements editor, and Patty Levaux, executive vice-president of Hartford's International Advertising Agency, has completed its first comedy script, "Once Upon a Festival," for major studio consideration. Filming locale is northern New England. A second comedy is in final preparation stages.

## NEW ORLEANS

Helen Bila, Paramount Gulf Theatres, Inc., is the newly elected president of WOMPI of New Orleans. She was named with other elected officers at a meeting which highlighted WOMPI International Founders Day at Kolb's Restaurant. Installation will take place at the club's June meeting. . . . The local WOMPI will host a "western" orphans' party at the neighborhood Famous on May 9. . . . Mrs. Nell Renfro reopened the Ren Drive-In, McComb, Miss. . . . Ray Allen resumed full time operation at the 67 Drive-In, Texarkana, Ark. . . . Jack Minckler also resumed full time operation of Jack's Drive-In, Bogalusa, La. . . . Thomas Davenport, assistant manager, RKO Orpheum, became the proud father of his first-born, Tracey Ann. . . . Robert Thompson has reopened the long closed Rex, Brookhaven, Miss. . . . Traffic Judge Bernard J.

### WANTED:

Experienced Theatre Manager. Many Benefits, including retirement plan.

Apply WALTER READE-STERLING, INC.  
Mayfair House, Deal Road, Oakhurst, N. J.

Fonseca, a former New Orleans exhibitor, died at Mercy Hospital of a heart attack. . . . Paramount Gulf Theatres have shuttered the Delta, Monroe, La. . . . Southern Amusement Company will reopen the long closed Many, Many, La., on May 15. . . . C. A. Ray has the Bayou Drive-In, Bayou La Batre, La., now on summer operation. . . . Roy Lombardo, Transway dispatcher, was back on the job after confinement in Hotel Dieu with his neck in traction. . . . The Women's Auxiliary of Variety Club, Tent 45, held the first of a series of Sunday afternoon socials at the Club. . . . Nina Roser, formerly with United Artists as cashier, is back on Film Row substituting for Mrs. Blanche Gubler, Universal clerk, while she is at the Ear, Eye Nose and Throat Hospital for an eye operation. . . . The Rebel, Jackson, La., has shuttered and will be dismantled. . . . Joe Sacco has been moved to the Warner exchange booking department from the cashier's department; and Catherine D'Alfonso has been promoted there to the post of head cashier. Joe Springler, after 22 years in the booking department, has left for a supervisors position with Rene Brunet Enterprises. Ann Ryan is a newcomer in the cashier's department.

## PHILADELPHIA

His friends in the newspaper, television and radio fraternity and many others attended the



Robert Friedman, branch manager for United Artists in Buffalo since 1962, has been appointed to the post of Philadelphia branch manager by James R. Velde, UA vice-president.

testimonial luncheon tendered retired veteran publicist Eddie Rosenbaum on his 80th birthday at the Poor Richard Club. Milt Young, Columbia, and Irv Blumberg, Warners, co-chaired the festive affair. . . . The Majestic, Mount Penn, Pa., reopened with "The Cardinal." Eugene Deeter is manager. . . . Members of the cast of "Camelot," Shubert, presented Brendan Behan's "The Hostage" as a live stage-show at the Variety Club, Tent 13, in appreciation for having use of the club-rooms during their local engagement. . . . A showing of Cecil Benton's original costumes from Warner Brothers' "My Fair Lady" was held in Wanamaker's Grand Court and was heralded by a full page in local papers. The film will open at the SW Stanley on Oct. 28.

## PORTLAND

Rex Hopkins, Portland city manager for Fox-Evergreen Theatres, is vacationing in Hawaii with his wife Ruth. . . . Dean Matthews, for nine years manager of the Fox Theatre here, has been named city manager for Fox-Evergreen Theatres in Spokane. Matthews' assistant manager, Fay Mills, left for Spokane, where he will become manager of the State Theatre there, also a Fox-Evergreen House. No successor has been named for the Fox post. Mills post was taken by Larry Shapiro. . . . A young high school student won the Oregon Journal's fourth annual Academy Awards Sweepstakes contest by picking eight of the 10 major winners on the Sweepstakes ballot. Thousands of entries were received. His prize was \$200 in cash and a gold-engraved pass for four good for an entire year. Second and third prizes were passes for two good for six and three months each. Fourth to 15th prizes were passes for two good for a month at leading downtown, suburban and drive-in theatres.

## SAN ANTONIO

Mrs. Jeannette Seawall has been declared winner of the "Seven Faces of Dr. Laos" contest conducted by the San Antonio Light and the Majestic. The winner will receive a \$100 cash award and a year's subscription to the newspaper. Hundreds of entries were received according to Lynn Krueger, manager of the Majestic. Contest judges also named seven runners-up who will each receive a pair of tickets to see the movie. . . . Former San Antonio resident and now a Hollywood film

## "Molly" Aids Hospital

LOS ANGELES—The Los Angeles premiere of MGM's "The Unsinkable Molly Brown" at the Hollywood Egyptian on June 25 will be held for the benefit of the Saint Joseph Hospital in Burbank.

Mrs. Bob Hope has been named chairman of the premiere and will head a number of committees now being formed to complete plans for the black tie event.

actor, Pedro Gonzales returned to take part in a political rally for Gordon McLendon of Dallas, radio and theatreman who is a candidate for the Democratic nomination for the U. S. Senate. Gonzales also was in the Fiesta Flambau illuminated night parade which climaxed Fiesta Week in the city. . . . George Watson, city manager, Interstate Theatres, has said that San Antonio will get a closed circuit television showing of the Indianapolis 500 mile automobile race on Saturday, May 30. The race will be shown at the Majestic beginning at 9:40 a.m. and the program will continue until after completion of the race, more than four hours. There will be pass-out checks for those desiring to come and go during the race. Tickets will be \$4 and seats will be on a first come basis. The Majestic seats approximately 3,200. The closed circuit telecast will be a first in San Antonio. It will also be shown in Dallas, Houston, and Fort Worth. . . . Local film fans will soon have an opportunity to see a large collection of photographs from the Hoblitzelle Theatre Arts Library at the University of Texas. The general theme of the display, arranged on 10 panels four by six feet is "From Footlights to Film." They will be shown at the entrance of one of the theatres during a statewide tour of Interstate and Texas Consolidated Theatres. A specially remodeled truck will transport the exhibit. The Hoblitzelle Foundation, headed by Karl Hoblitzelle, head of the Interstate and Texas Consolidated Theatres, established the library in 1954 and it contains a collection of American and English theatrical memorabilia such as photographs, books, music, letters, manuscripts, design drawings, models and the like, dating as far back as 1750. . . . Maurice Braha, vice president, of Jack Cane Theatres, was elected "Mr. Antonio" in the recent Fiesta Week activities. . . . The Royal was reopened at Archer, Tex., by Ben Adams after being closed for two years. . . . J. S. Worley, owner of the Texas indoor and Pioneer Drive In at Shamrock, Tex., has been elected mayor of Shamrock. He was previously mayor for two terms in 1956 to 1960.

## SEATTLE

"It's a Mad, Mad, Mad, Mad World" had its gala Seattle premiere at Martin's Cinerama, with all seats at \$5.00 for these special showings which were sponsored by King-TV, for the Anna Clise Guild, and Variety Club, as a benefit for the Children's Orthopedic Hospital. Regular performances with normal prices started April 24. . . . John Raitt, tv, stage, and screen star, was in town at the Opera House where he starred in greater Seattle's production of "Carousel," . . . Nat (King) Cole brought his company of 50 musicians, dancers, and singers to Seattle for three performances at the Opera House in a show billed as "Sights and Sounds Revue." . . . "Life in Sweden," narrated by Hjordis Parker, was the featured film of the last offering of the World Cavalcade series, seen in the Opera House.

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## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance

# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



MAY 6, 1964

SECTION TWO  
VOL. 71, NO. 17

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
- 6309 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
- 6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
- NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
- PAYROLL—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
- 6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Paik—5065 (7-10-63)—Fair programmer—English
- 6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
- 6401 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
- 6403 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
- THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
- 6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
- 6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

### COMING FEATURES IN ORDER OF RELEASE

- Feb. LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
- Mar. SECRET DOOR, THE—(C)—Robert Hutton, Sandra Dorne
- May NAKED KISS, THE—Constance Towers, Anthony Eisley

### COMING

- BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
- CLASH BY NIGHT—Terence Longdon, Jennifer Jayne—English
- MASTER SPY—Steven Murray, June Thorburn—English
- NEVER PUT IT IN WRITING—Pat Boone, Milo O'Shea
- PARTY, THE—Carol Lynley
- TRAIN 349 FROM BERLIN—Jose Ferrer, Sean Flynn, Nicole Courcel

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
- 819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- 822 COMMANDO—MD-98m.—Stewart Granger, Dorian Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
- ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- 807 FREE, WHITE AND 21—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
- A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- 812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
- A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; C)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made In Spain
- 813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
- 804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
- 823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- 809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
- 805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

### TO BE REVIEWED

- BIKINI BEACH—(PV; C)—Frankie Avalon, Annette Funicello, Martha Hyer
- CALIFORNIA—Jock Manoney
- CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made
- DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
- EVIL EYE—John Saxon, Leticia Roman

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- |                                    |       |         |
|------------------------------------|-------|---------|
| Advance To The Rear                | ..... | MGM     |
| Act One                            | ..... | A2 WB   |
| Adorable Julie                     | ..... | For.    |
| • Affair At The Villa Fiorita, The | ..... | WB      |
| All Of Me                          | ..... | Misc.   |
| All The Way Home                   | ..... | A2 Par. |
| Alone Against Rome                 | ..... | For.    |
| America, America                   | ..... | A3 WB   |
| • Americanization of Emilly, The   | ..... | MGM     |
| • Amok                             | ..... | Fox     |
| And Suddenly It's Murder           | ..... | A2 For. |
| Any Number Can Win                 | ..... | A2 MGM  |
| • Ape Woman, The                   | ..... | Emb.    |
| • Aphrodite, Goddess Of Love       | ..... | Emb.    |
| Atom Age Vampire                   | ..... | For.    |
| Auntie Mame—Re.                    | ..... | A3 WB   |

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Table with 2 columns: Title and Rating. Includes titles like 'Bandits Of Orgosolo', 'Bandits On The Wind', 'Battle of the Worlds', etc.

C

Table with 2 columns: Title and Rating. Includes titles like 'California', 'Call Me Swana', 'Captain Newman, M.D.', etc.

D

Table with 2 columns: Title and Rating. Includes titles like 'Daffy', 'Dark Purpose', 'Day And The Hour', etc.

E

Table with 2 columns: Title and Rating. Includes titles like 'Easy Life, The', 'East Of Sudan', '8 1/2', etc.

F

Table with 2 columns: Title and Rating. Includes titles like 'Fall Safe', 'Fall Of The Roman Empire'.

FEAR—Boris Karloff
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
LAST MAN ON EARTH—Vincent Price

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made
DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; C)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made

COMING FEATURES IN ORDER OF RELEASE

June HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon
June LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar
CONGO VIVO—Jean Sebastian, Sachir Toure
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English

EMBASSY

8 1/2—FAN-135m.—Marcello Mastrolanni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

**EASY LIFE, THE**—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair Import for adults—Italian-made; English dialogue  
**FURY AT SMUGGLERS BAY**—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
**WOMEN OF THE WORLD**—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration  
**YESTERDAY, TODAY AND TOMORROW**—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles

**COMING**

**APE WOMAN, THE**—Ugo Tognazzi, Annie Girardot—Italian  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**CONTEMPT**—(WS; C)—Brigitte Bardot, Jack Palace—French  
**HOUSE IS NOT A HOME, A**—Shelley Winters, Ralph Taeger, Robert Taylor  
**PASSIONATE THIEF, THE**—Anna Magnani  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
**LIGHT FANTASTIC, THE**—Dolores McDougai, Barry Bartle  
**LOVE MAKERS, THE**—Claudia Cardinale, Jean-Paul Belmondo  
**THREE PENNY OPERA**—Curt Jurgens, June Ritchie  
**GHOST AT NOON**—(C)—Brigitte Bardot, Jack Palace  
**ONLY ONE NEW YORK**—Documentary  
**ZULU**—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson

**MGM**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

**ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
**421 ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles  
**326 CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad  
**331 CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
**CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
**DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
**FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles  
**330 FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment  
**GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nusciak—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English  
**401 GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
**HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
**HOW THE WEST WAS WON**—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
**406 HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze  
**325 IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-29-63)—Fairly interesting romance  
**KISSIN' COUSINS**—CMU-96m.—(MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
**MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
**307 MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy  
**403 MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English  
**355 MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
**NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made  
**PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden  
**RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa  
**SEVEN FACES OF DR. LAO**—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
**328 SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English  
**SQUARE OF VIOLENCE**—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
**SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes  
**TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
**333 TARZAN'S THREE CHALLENGES**—MD-92m.—(Dialyscope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad  
**334 TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gir' Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy aimed at family audiences  
**409 TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults  
**TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles  
**404 WHEELER DEALERS, THE**—C-106m.—(PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce  
**336 YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer  
**402 V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

**COMING FEATURES IN ORDER OF RELEASE**

**VICE AND VIRTUE**—Catherine Daneuve, Annie Girardot, Robert Hasseln  
**TIKO AND THE SHARK**—(WS; C)—Tahitian Cast  
**MGM'S BIG PARADE OF COMEDY**—Compilation  
**Mar. May GOLDEN ARROW, THE**—(TE; EC)—Tab Hunter, Rosanna Padesta

**COMING**

**AMERICANIZATION OF EMILY, THE**—James Garner, Julie Andrews, Melvyn Douglas  
**FLIPPER'S NEW ADVENTURE**—(MC)—Brian Kelly, Helen Cherry  
**GOLD FOR THE CAESARS**—(C)—Jeffrey Hunter  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**HONEYMOON HOTEL**—(CS)—Robert Goulet, Nancy Kwan  
**LOOKING FOR LOVE**—(MC)—Connie Francis, Jim Hutton  
**LOVE CAGE**—Jane Fonda, Alan Delon  
**MURDER AHOY**—Margaret Rutherford, Lionel Jeffries—English-made  
**MURDER MOST FOUL**—Margaret Rutherford, Terry Scott  
**NIGHT OF THE IGUANA**—Richard Burton, Ava Gardner, Deborah Kerr  
**OF HUMAN BONDAGE**—Kim Novak, Laurence Harvey  
**OUTRAGE, THE**—(PV)—Paul Newman, Claire Bloom, Laurence Harvey  
**POSTMAN'S KNOCK**—Spike Milligan, Barbara Shelley  
**QUICK, BEFORE IT MELTS**—(PV; MC)—Robert Morse, Anjanette Comer  
**SANDOKAN, THE GREAT**—(WS; TC)—Steve Reeves  
**SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman  
**SMOG**—(WS)—Annie Girardot, Renato Salvatore

Family Diary ..... A2 MGM  
 Fantasia—Re. .... A2 BV  
 Farewell To Arms, A—Re. .... B Fox  
 • Fate Is The Hunter ..... Fox  
 • Father Goose ..... U  
 • FBI Code 98 ..... A1 WB  
 • Fear ..... A-1  
 • Fiances, The ..... A2 For.  
 • Finest Hours, The ..... Col.  
 • Fire Within, The ..... For.  
 • First Men In The Moon ..... Col.  
 • Flight From Ashiya ..... A3 UA  
 • Flipper ..... A1 MGM  
 • Flipper's New Adventure ..... MGM  
 • For Love Or Money ..... B U-1  
 • For Those Who Think Young ..... A3 UA  
 • Four For Texas ..... B WB  
 • Free White and 21 ..... B A-1  
 • From Russia, With Love ..... B UA  
 • Fun In Acapulco ..... A3 Par.  
 • Fury at Smuggler's Bay ..... A2 Emb  
 • Fury Of The Pagans ..... A2 Col.

**G**

Gathering Of Eagles, A ..... A1 U-1  
 • Ghost At Noon ..... Emb.  
 • Giant Of Metropolis, The ..... For.  
 • Gidget Goes To Rome ..... A1 Col.  
 • Given Word, The ..... For.  
 • Glass Cage, The ..... Misc.  
 • Gladiators Seven ..... A-1 MGM  
 • Global Affair, A ..... A3 MGM  
 • Gold For The Caesars ..... MGM  
 • Golden Arrow, The ..... MGM  
 • Goldfinger ..... UA  
 • Goliath And The Vampires ..... A1 A-1  
 • Gone Are The Days ..... A2 Misc.  
 • Goodbye Charlie ..... Fox  
 • Good Neighbor Sam ..... Col.  
 • Good Soup, The ..... C For.  
 • Grand Olympics, The ..... For.  
 • Graveside Story, The ..... A-1  
 • Great Race, The ..... WB  
 • Greatest Story Ever Told, The .. UA  
 • Guest, The ..... A3 For  
 • Gunfight At Comanche Creek .. A3 AA  
 • Gunfight At The Ok Corral—Re. .... B Par.  
 • Gunfighter At Casa Grande .... MGM  
 • Gun Hawk, The ..... B AA  
 • Guns At Batasi ..... Fox

**H**

Harbor Lights ..... A2 Fox  
 • Hard Day's Night, A ..... UA  
 • Haunted Palace ..... A2 A-1  
 • Haunting, The ..... A2 MGM  
 • He Rides Tall ..... B U  
 • Hercules, Samson And Ulysses .. MGM  
 • Hey There, It's Yogi Bear ..... Col.  
 • Hide And Seek ..... A2 U  
 • High And Low ..... For.  
 • Honeymoon Hotel ..... MGM  
 • Hootenanny Hoot ..... A2 MGM  
 • Horror Of It All, The ..... Fox  
 • Horror Of Party Beach, The .... B Fox  
 • House Is Not A Home, A ..... Emb.  
 • How To Murder Your Wife ..... UA  
 • How The West Was Won ..... A1 MGM  
 • Hud ..... A3 Par.

**I**

• I'D Rather Be Rich ..... U  
 • I Love, You Love ..... C Col.  
 • Incredible Journey, The ..... A1 BV  
 • In The French Style ..... A3 Col.  
 • In The Cool Of The Day ..... B MGM  
 • Incredible Mr. Limpet, The .... A1 WB  
 • Intimate Diary Of Artists' Models ..... Misc.  
 • Invincible Gladiator, The ..... For.  
 • Invitation To A Gunfighter .... UA  
 • Invitation To Murder ..... For.  
 • Irma La Douce ..... B UA  
 • Island Of The Blue Dolphins .. A1 U  
 • It's Alive ..... A1  
 • It's A Mad, Mad, Mad, Mad World ..... A1 UA

**J**

Jason and the Argonauts ..... A1 Col.  
 • John Goldfarb, Please Come Home ..... Fox  
 • Johnny Cool ..... B UA  
 • Just For Fun ..... A2 Col.



**UNITED ARTISTS**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- 6409 **BEAUTY AND THE BEAST**—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard politics—Miller-Turman  
**BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman  
**BIG RISK, THE**—D-111m.—Linó Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon  
6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon  
6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergen, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett  
6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey  
6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard  
**COURT MARTIAL**—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English  
6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daieu-Hecht  
6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon  
6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch  
6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer  
6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw  
6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch  
6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry  
6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow  
6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western  
6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English  
6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross  
6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch  
6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch  
6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix  
781 **TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made  
6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude  
6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent  
6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

**COMING FEATURES IN ORDER OF RELEASE**

- June **FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin  
June **633 SQUADRON**—(PV; C)—Cliff Robertson, George Chakiris—Mirisch

**COMING**

- DUBIOUS PATRIOTS, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman  
**GOLDFINGER**—(TC)—Sean Connery, Honor Blackman—Eon—English-made  
**GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens  
**HARD DAY'S NIGHT, A**—The Beatles—English-made  
**HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.  
**INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer  
**KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch  
**MISTER MOSES**—(PV; C)—Robert Mitchum, Carroll Baker—Ross  
**ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made  
**SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch  
**SEVENTH DAWN, THE**—William Holden, Susannah York—Holdean  
**SHOT IN THE DARK, A**—(PV; C)—Elke Sommer, Peter Sellers—Mirisch  
**TOPKAPI**—Melina Mercouri, Peter Ustinov, Maximilian Schell—Filmways  
**TRAIN, THE**—Burt Lancaster, Jeanne Moreau  
**WOMAN OF STRAW**—(C)—Gina Lollobrigida, Sean Connery

**UNIVERSAL**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry  
6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama  
6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made  
6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad  
6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show  
**DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made  
**EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made  
6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made  
6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action  
6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches  
6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made  
6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made  
6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English  
6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery  
6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy  
**NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made  
6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half  
6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry  
**YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made

**P**

- Palm Springs Week-End ..... B WB  
Panic Button ..... For.  
Parls Pick-Up ..... Par.  
• Party, The ..... AA  
Paris When It Sizzles ..... A3 Par.  
• Passionate Thief, The ..... A3 Emb.  
• Patsy, The ..... Par.  
Payroll ..... B AA  
Pink Panther ..... A3 UA  
• Playboy ..... Col.  
Play It Cool ..... A2 AA  
• Play It Cooler ..... Col.  
Point Of Order ..... A2 Misc.  
Police Nurse ..... A3 Fox  
• Postman's Knock ..... MGM  
Prize, The ..... A3 MGM  
• Psyche 59 ..... B Col.  
Psychomania ..... Misc.  
• Pumpkin Eater, The ..... Col.  
Pyro ..... A3 A-1

**Q**

- Quick, Before It Melts ..... MGM  
Quick Gun, The ..... A2 Col.

**R**

- Raiders, The ..... A1 U  
Rampage ..... B WB  
Reach For Glory ..... Col.  
Red Lips ..... For.  
Rhino ..... A1 MGM  
• Ride The Wild Surf ..... Col.  
Rio Conchos ..... Fox  
• Robin And The 7 Hoods ..... A2 WB  
• Robinson Crusoe On Mars ..... Par.  
Rock-A-Bye Baby—Re. .... A1 Par.  
• Roustabout ..... Par.  
Running Man, The ..... A3 Col.

**S**

- Sadist, The ..... Misc.  
• Samson And The Slave Queen .. A1 A-1  
• Sandokan, The Great ..... MGM  
Satan Bug, The ..... UA  
Savage Sam ..... A1 BV  
• Secret Door, The ..... A2 AA  
• Send Me No Flowers ..... U  
• Senilita ..... Col.  
Servant, The ..... A4 For.  
Seven Days In May ..... A2 Par.  
Seven Faces Of Dr. Lao, The ... A1 MGM  
• Seventh Dawn, The ..... UA  
Seventh Juror, The ..... For.  
• Sex And The Single Girl ..... WB  
Shock Corridor ..... B AA  
Shock Treatment ..... A2 Fox  
• Shot In The Dark, A ..... UA  
Siege Of The Saxons ..... A1 Col.  
• Signpost To Murder ..... MGM  
Silence, The ..... C For.  
Sin On The Beach ..... For.  
• 633 Squadron ..... UA  
Skydivers, The ..... Misc.  
Slave, The ..... A2 MGM  
Silme People, The ..... Misc.  
• Smog ..... MGM  
• Soldier In The Rain ..... B AA  
• Some People ..... A-1  
Son Of Captain Blood, The ... A1 Par.  
Sound Of Laughter, The ..... Misc.  
• Sound Of Music, The ..... Fox  
South Pacific-RE. .... A3 Fox  
Square Of Violence ..... A2 MGM  
• Stage To Thunder Rock ..... A2 Par.  
Stark Fear ..... Misc.  
Stolen Hours ..... A2 UA  
Strait-jacket ..... A3 Col.  
• Strange Bedfellows ..... U  
Strangler, The ..... B AA  
Summer Holiday ..... A1 A-1  
Summer Magic ..... A1 BV  
Summer Place—Re. .... B WB  
Sunday In New York ..... B MGM  
Sunswapt ..... For.  
Surf Party ..... A1 Col.  
Swingin' Malden, The ..... A1 BV  
Sword And The Stone ..... A2 Fox





# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- ADORABLE JULIA**—C—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films
- ALONE AGAINST ROME**—MD-100m.—(TC, Totalscope)—Jefferies Lang, Rosanna Podesta—5135 (2-19-64)—Elaborate Italian-made spectacle—Italian-made; English titles—Medallion
- AND SUDDENLY IT'S MURDER**—C-90m.—(CS)—Alberto Sordi, Dorian Gray, Vittorio Gassman—5135 (2-19-64)—Amusing import—Italian-made; English titles and dialogue—Royal Films Int.
- ATOM AGE VAMPIRE**—MD-87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz
- BANDITS OF ORGOSOLO**—D-98m.—Michele Cossu, Peppeddu Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountainfolk—Italian-made; English titles—Pathe Contemporary
- BANDITS ON THE WIND**—MD-113m.—(Tohoscope)—Yosuke Natsuki—5135 (2-19-64)—Entertaining Japanese western—Japanese-made; English titles—Toho
- BILLY LIAR**—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.
- BREAK, THE**—D-80m.—William Lucas, Tony Britton, Eddle Byrne—5135 (2-19-64)—Fast moving import—English-made—Union
- CHALLENGE TO LIVE**—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho
- CRY DOUBLE CROSS**—MD-65m.—Hardy Kruger—5123 (1-8-64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures
- DIE FLIEDERMAUS**—MUC-107m.—(EC)—Peter Alexander, Marianne Cook—5138 (2-19-64)—Entertaining musical based on Johann Strauss operetta—German-made; English titles—Casino
- DOLL, THE**—D-100m.—Per Oscarsson—5138 (2-19-64)—Off-be at art house entry—Swedish-made; English titles—Kanawha Films
- DOULOS THE FINGER MAN**—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary
- FIANCES, THE**—D-84m.—Carlo Cabrin, Anna Canzi—5138 (2-19-64)—Fair import—Italian-made; English titles—Janus
- FIRE WITHIN, THE**—D-110m.—Maurice Ronet, Lena Skerla—5138 (2-19-64)—Fair import—French-made; English titles—Gilbralter
- GIANT OF METROPOLIS, THE**—MD-92m.—(C)—Gordon Mitchell—5123 (1-8-64)—Interesting science fiction melodrama—Italian-made; dubbed in English—Seven Arts
- GIVEN WORD, THE**—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed in Brazil; English titles—Lionex
- GRAND OLYMPICS, THE**—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times
- GUEST, THE**—D-105m.—Alan Bates, Donald Pleasance, Robert Shaw—5138 (2-19-64)—Interesting drama—English
- HIGH AND LOW**—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles—Continental
- INVINCIBLE GLADIATOR, THE**—MD-96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-8-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts
- INVITATION TO MURDER**—MD-65m.—Robert Beatty—Okay private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures
- KNIFE IN THE WATER**—D-95m.—Leon Niemczyk, Jolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LADIES WHO DO**—C-85m.—Peggy Mount, Robert Morley—5123 (1-8-64)—Mildly amusing entry—English-made; Continental
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MISTRESS FOR THE SUMMER, A**—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films
- MODERATO CONTABILE**—D-95m.—Jeanne Moreau, Jean-Paul Belmonde—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.
- MY SON THE VAMPIRE**—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-18-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.
- NIGHT WATCH, THE**—D-118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion
- NO, MY DARLING DAUGHTER**—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.
- OF WAYWARD LOVE**—COMP.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary
- OF WOMEN AND PLEASURES**—COMP.-116m.—(CS)—Michel Simon, Dany Saval, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed in English—Union
- PANIC BUTTON**—C-90m.—(Totalscope)—Maurice Chevalier, Jayne Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates
- RED LIPS**—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.
- SERVANT, THE**—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering is unpleasant but fascinating—Landau Company—English-made
- SEVENTH JUROR, THE**—D-90m.—Bernard Blier, Danlele Delorme—5139 (2-19-64)—Well-made murder drama—French-made; English titles—Trans-Lux
- SILENCE, THE**—D-95m.—Ingrid Thulin, Gunnel Lindholm—5139 (2-19-64)—Adult, off-beat Ingmar Bergman entry will cause talk—Swedish-made; English titles—Janus
- SIN ON THE BEACH**—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.
- SUNSWEEP**—NOV-65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.
- THERESE**—D-107m.—Emmanuele Riva, Philippe Noiret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe
- TO BED—OR NOT TO BED**—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well made import—Italian-made; English titles—Continental
- TOUCH OF HELL, A**—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films
- WAR OF THE BUTTONS, THE**—CD-92m.—Jacques Duffilho, Yvette Etievant—5124 (1-8-64)—Amusing entry for art spots—French-made; English titles—Bronston
- WITCH'S CURSE, THE**—FAN-79m.—(C)—Kirk Morris—5139 (2-19-64)—Strictly for the duallers—Italian-made; dubbed in English—Medallion
- YOUNG GO WILD, THE**—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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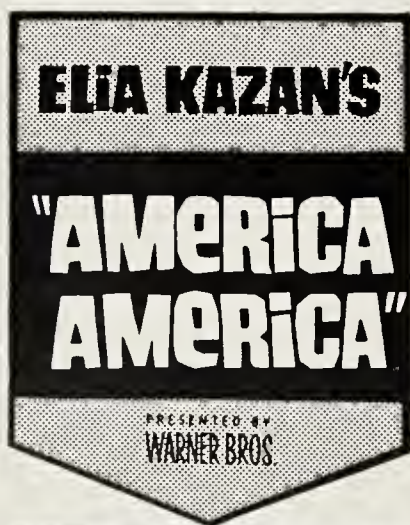
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MOTION PICTURE

# EXHIBITOR

MAY 13, 1964

Volume 71

Number 18

IN THREE SECTIONS • THIS IS SECTION ONE



*Special Report:*

**20th Century-Fox  
TWENTY MONTHS LATER**

*(See Page 11)*

**Physical Theatre-  
Extra Profits Dept.**

Darryl F. Zanuck, president of 20th Century-Fox, has led the company during the past 20 months, which are chronicled in a special report in this issue.

**WHY SO MANY "BAD PRINTS"? . . . see editorial—page 5**

**EXPLOSIVELY**

*Ernest  
Hemingway's*  
"The

**KILLERS**

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more than  
one way  
to kill  
Ma



**THE BOXOFFICE SIZZLER  
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**SEE**

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burning by  
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a mighty castle  
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**SEE**

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the sadistic  
torture of  
beautiful  
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Volume 71 • No. 18

MAY 13, 1964

### "YEAR OF TRANSITION AND PROGRESS"

THE YEAR 1963 was the first complete one for Darryl F. Zanuck as president of 20th Century-Fox. Looking back in the company's annual report, Zanuck refers to it as "a year of transition and progress." Looking forward, he says, "The period of transition is completed. We are now a young, vital and forward-looking organization in all areas: production, distribution and our subsidiaries."

"As I told you a year ago, I don't promise miracles. I do look forward to the future with genuine confidence."

Maybe Zanuck isn't promising miracles, but the rejuvenation and fiscal turn-about by Fox would certainly qualify as miraculous in many business circles. The company reported 1963 net earnings of \$9,115,393, compared to a 1962 loss of \$39,796,094.

It may not be a miracle, but it is certainly an eloquent comment on the calibre of executive leadership guiding the company's fortunes under Zanuck's direction. When he took office, no one envied him the formidable task of rebuilding a company in serious trouble. Today, the corporation is healthy where it counts the most. Studio activity is going on

at an unprecedented pace; the global sales setup is sound; and there is an air of excitement at 20th-Fox that spreads from the top to every department.

Fox's resurgence is important to Darryl Zanuck, and its bright prospects a source of satisfaction to everyone involved in the company's operation. Of even greater significance, perhaps, is the value of this "miracle" to the motion picture industry generally. A healthy motion picture industry without a healthy 20th-Fox is inconceivable.

One of the giants of this industry is flexing its muscles again, and that makes us all a little stronger. To analyze just how this waking giant performs, a team of reporters on this paper's staff spent considerable time with the executives and staff of 20th Century-Fox. What these reporters saw and heard has been put together in the form of a special report on the company. All who read it must be as impressed by the men and the company as were our staff members.

It may not be a report of a miracle, Mr. Zanuck, but it will sure do until a real one comes along.

### WHY SO MANY "BAD PRINTS"?

ONE COMPLAINT that comes to our attention frequently is that of theatre owners in reference to "bad prints" on pictures they are playing. One reason seems to be that never before has there been less inspection of prints. There was a time when each distributor had his own inspection department. Now distribution offices are manned by skeleton staffs, and back-room work is farmed out.

With increasing union demands, right or wrong, the cost of maintaining individual inspection operations has become prohibitive. Some distributors, of course, still maintain their own backroom facilities. However, for the most part, these are companies stuck with branch offices far larger than they really need and trapped by long-term leases which make it impossible for them to move.

The spiral moves upward as far as costs are concerned. This applies as well to the centralized backroom operations. In an effort to keep costs of labor, etc., at a reasonable level and to hold down price increases as much as possible, the number of print inspections has been decreased generally.

Our study of this problem brings to light the fact that one

distributor and possibly a second still insist that all film shipments be inspected. Others, however, only expect inspections on film shipments to first-run situations and key towns. Subsequent run theatre shipments are inspected from 25 to 50 per cent of the time.

No one can blame the inspection depots for this condition. They are doing a job and being paid for it. However, this is no consolation to the sub-run exhibitor who is frustrated by bad prints while more fortunate exhibitors are treated differently.

Generally, the exhibitor, paying twice as much for his film as he did in the past, seems to be getting half the service. Where all this will end is hard to say. Another ramification causing trouble is the decrease of film deliveries to theatres. The reasons are similar. Rising labor costs force a cutback in services. The exhibitor is hurt the most because he finds it still more difficult to get dates, primarily because the film must be shipped to him earlier.

These are problems to ponder. They must be solved.

### A NOTE FOR CONGRESS

IATSE RECENTLY went to Congress with a blast at non-union and so-called runaway production. Yet this same organization ignores union discrimination against certain theatres by coercing, threatening, etc.

Union demands that play off one theatre against another by applying a different yardstick to each are patently unfair. Perhaps someone should explain the meaning of the word

"discrimination" to the IATSE brass.

You just can't make fish of one customer and fowl of another. Two parties can agree between themselves that black is not black but white. The true colors, however, do not change. If attacking non-union and runaway production is commendable, then so is treating all customers alike. Strength should not be used to discriminate.

# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

**HENRY H. JENNINGS**, 82, retired Hartford, Conn., theatre executive, is dead. He formerly served as manager of the old Hartford Opera House and directed advertising for Loew's Poli Theatre.

**EARL JORDAN**, 57, Gulf States Theatre city manager of drive-in in Mobile, Ala., died following a heart attack. His theatre experience extended over many years. He is survived by his widow, a son, a daughter, and several grandchildren.

**MARTIN QUIGLEY**, 74, trade paper publisher and one of the authors of the Production Code subscribed to by member companies of the Motion Picture Association of America, died in St. Vincent's Hospital after several months illness. He is survived by his wife, two sons, two daughters, and 13 grandchildren.

**ELMER P. SERENA**, 59, lawyer and co-founder and vice-president of the Green Hill Theatre, Philadelphia, died at Lankenau Hospital. He is survived by a brother.

### WB Reports Loss

NEW YORK—Warner Bros. Pictures, Inc., reports for the six months ended Feb. 29, consolidated net loss of \$141,000. The consolidated net income for the corresponding period last year amounted to \$3,927,000, which represented 81 cents per share on the 4,837,052 shares outstanding at March 2, 1963.

Theatrical and television film rentals, sales, etc., amounted to \$34,619,000; dividends from foreign subsidiaries not consolidated were \$131,000; and profit on sales of capital assets was \$4,000 for the six months ended Feb. 29, 1964, as compared with \$47,941,000, \$116,000, and \$4,000, respectively, for the six months ended March 2, 1963.

Net current assets at Feb. 29, 1964, were \$46,268,000 (including \$7,357,000 cash and government bonds) and debt due after one year was \$6,113,000 compared with \$48,826,000 (including \$7,591,000 cash) and \$6,647,000, respectively, at Nov. 30, 1963.

### MARTIN QUIGLEY

Martin Quigley, one of the pioneers in trade paper publishing, was long a constructive factor in the motion picture industry. His contributions were many, including co-authorship of the film Production Code, on which the industry's successful self-regulation policy has been based.

Quigley worked tirelessly to make motion pictures an art and an industry we could all support with pride. He will be missed.

We join the motion picture industry and the community in offering our deepest sympathy to his family and associates. A good man of strength and purpose has passed from the scene.

—JAY EMANUEL

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., MAY 11

### Para. Opposes Proposals To Change Stock Options

NEW YORK—In a proxy statement for the annual meeting June 2, Paramount Pictures' management stated it is opposed to proposals which would alter the provisions of its present stock option plan.

The present slate of directors including Barney Balaban, Y. Frank Freeman, Stanton Griffis, Duncan G. Harris, Paul E. Mannheim, Maurice Newton, Paul Raibourn, James H. Richardson, Edwin L. Weisi, George Weltner, and Adolph Zukor, are up for reelection.

The proposed changes in the stock option plan would divide all shares to be optioned into yearly option periods over a term of five years, and the option must be exercised in its specified period or expire. Another provision is that the aggregate price of the shares optioned could not exceed 150 per cent of the option holder's annual cash compensation from the company.

### 20th-Fox Ad-Pub Setup Put On Global Basis

LONDON—Twentieth Century-Fox will establish a world-wide advertising-publicity setup, composed of locally-situated field experts, as further evidence of the company's global concept, it was revealed by Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation, at the conclusion of the company's first European sales conference.

Rosenfield said, "This very crucial work, so essential to a company whose widespread operations are so international, will now be handled by men immersed in the day-to-day problems and requirements of a particular territory, rather than administered in central offices.

In announcing the establishment of an international field staff, Rosenfield pointed out that the new concept parallels the newly-structured international sales distribution setup whereby experts in the field work in liaison with specialists in the home office. "As with our sales executives," the 20th-Fox vice-president explained, "each ad-pub man in the field will be thoroughly familiar with his particular locality and its individual needs. It is practical and logical for us to inaugurate such a policy."

Rosenfield outlined the complete advertising and publicity program for the company's extensive production schedule including the two major summer releases, "What A Way To Go!" and "The Visit," and 22 other features, either in production or set to begin production within the next three months in Hollywood, England, and Continental Europe.

He showed two-and-a-half hours of product trailers and promotional films from 24 features.



## BROADWAY GROSSES

### "Best Man" Only Newcomer

NEW YORK—In a lack-lustre week, the Broadway first-runs were running about average.

"THE CURSE OF THE LIVING CORPSE" (20th-Fox) and "THE HORROR OF PARTY BEACH" (20th-Fox). Second week of this dual horror show was reported at \$18,000.

"THE PINK PANTHER" (UA). Radio City Music Hall, with usual stage show, announced \$92,000 for Thursday through Sunday, with the third week bound to hit \$135,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille did \$12,000 on the seventh week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 25th week was \$19,465.

"BECKET" (Paramount). Loew's State announced that the ninth week was \$24,000.

"THE BEST MAN" (UA). Astor reported \$15,000 for the opening week.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria claimed \$13,500 for the 14th week.

"SEVEN DAYS IN MAY" (Paramount). Criterion stated the 12th and final week was \$9,000.

"CLEOPATRA" (20th-Fox). Rivoli did \$13,000 on the 44th week.

"THE WORLD OF HENRY ORIENT" (UA). RKO Palace garnered \$10,000 on the opening week.

### Phila. Fetes Glaubinger

PHILADELPHIA—The local Variety Club, Tent 13, will sponsor a dinner for former United Artists Philadelphia branch manager Al Glaubinger on Monday, June 1, at 6:30 p.m. in the Bellevue Stratford Hotel.

Glaubinger has been named UA central division manager supervising activities in Buffalo, Cleveland, Pittsburgh, Indianapolis, St. Louis, and Milwaukee. Robert Friedman, formerly of Buffalo and successor to Glaubinger in the Philadelphia office, will also be honored at the dinner.

Jay Emanuel, exhibitor and publisher of MOTION PICTURE EXHIBITOR, is chairman of the affair. Tickets are \$12.50 each and are available at the offices of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia.

Committee includes Frank Damis, David Milgram, Jack Beresin, Edward Emanuel, Don Hicks, Sid Eckman, Roy Sullender, Mike Felt, Mel Koff, Iz Segall, and David Rosen.

### New Fox Post For Bader

NEW YORK—Alan Bader has been appointed to the newly-created post of national publicity coordinator for 20th Century-Fox, it was announced by Mort Segal, publicity manager for the company. Bader joined 20th-Fox a year ago as New York press and national syndicates contact.

# Continuous Film Flow From Col.

Frankovich Details 73 Features In All Stages Of Development; 16 In Backlog, Seven Shooting

NEW YORK — Columbia Pictures has attained its announced goal of being able to supply a continuous stream of top product for the nation's theatres and now looks ahead to a production program greater than any before in the company's history. This development was revealed by M. J. Frankovich, Columbia's production head, on a brief stopover at the Columbia home office en route to Europe.

Frankovich stated that Columbia now has 73 feature films in various stages of development. This represents an investment of approximately \$228,000,000. He said that Columbia's bright prospects for the future are an indication that exhibitors will benefit equally from this product expansion on a global basis.

In explaining the breakdown of the 73 pictures involved, he revealed that Columbia now has 16 films in its backlog ready for release, seven films now shooting, and 50 in various stages of preparation.

Frankovich said that, under the leadership of president A. Schneider and executive vice-president Leo Jaffe, Columbia has achieved this program of top product because over the past several years it has been able to attract the top creative talent in the industry, including many leading directors, producers, and writers.

Included among the films being readied for release within the next 12 months, Frankovich said, are Fred Zinnemann's "Behold A Pale Horse," starring Gregory Peck, Anthony Quinn and Omar Sharif, produced and directed by Fred Zinnemann; David Swift's "Good Neighbor Sam," starring Jack Lemmon and Romy Schneider, produced and directed by David Swift; Warwick-Avala's "The Long Ships," starring Richard Widmark and Sidney Poitier, produced by Irving Allen and directed by Jack Cardiff; Robert Cohn's "The NEW Interns," starring Michael Callan and Dean Jones, produced by Robert Cohn and directed by John Rich.

Also, Robert Rossen's "Lilith," starring Warren Beatty and Jean Seberg, produced and directed by Robert Rossen; Pakula-Mulligan's "The Traveling Lady," starring Steve McQueen and Lee Remick, produced by Alan J. Pakula and directed by Robert Mulligan; Hanna-Barbera's "Hey There, It's Yogi Bear," produced and directed by William Hanna and Joseph Barbera; "The Quick Gun," starring Audie Murphy, produced by Grant Whytock and directed by Sidney Salkow; Romulus-Jack Clayton's "The Pumpkin Eater," starring Anne Bancroft and Peter Finch, produced by James Woolf and directed by Jack Clayton.

Also, Max Youngstein-Sidney Lumet's "Fail-Safe," starring Dan O'Herlihy and Henry Fonda, with Max Youngstein, executive producer, and produced and directed by Sidney Lumet; Charles H. Schneer's "The First Men IN the Moon," starring Edward Judd, produced by Charles H. Schneer, directed by Nathan Juran; Hammer's "The Crimson Blade," starring Lionel Jeffries, produced by Anthony Nelson Keys and directed



M. J. Frankovich, Columbia first vice-president in charge of worldwide production, left, and Leo Jaffe, Columbia executive vice-president, are seen at a recent New York press conference where they blueprinted the company's forthcoming production schedule.

## N. Y. Tent Active

NEW YORK—James Velde, vice-president of United Artists, and Salah Hassanein, president of Skouras Theatres, have agreed to serve as co-chairman of the "First-Nighters" committee of the New York Variety Club, according to chief barker Jack H. Levin.

"This marks the start of a concentrated effort," said Levin, "wherein we hope to see not only greater industry cooperation develop but expansion of this activity of the Tent, which brings in needed revenues to help us with our charities. We have received a number of inquiries regarding our First-Nighters Club, which permits contributors to attend opening nights of films, plays, concerts, and sporting events as guests of Tent 35, and we are trying to enlarge both membership of the group and its scope of operations."

Every new member joining the New York Variety Club during its current membership drive will receive a valuable gift, according to Levin. In addition, initiation fees have also been waived in the drive to make Tent 35 the largest in the world.

by John Gilling; Hammer's "The Gorgon," starring Peter Cushing, produced by Anthony Nelson Keys and directed by Terence Fisher.

Also, Jana's "Ride The Wild Surf," starring Fabian and Shelley Fabares, produced by Art and Jo Napoleon and directed by Don Taylor; Hammer's "The Devil-Ship Pirates," starring Christopher Lee, produced by Anthony Nelson Keys and directed by Don Sharp; and Sam Spiegel's "Bridge On The River Kwai."

Seven features are now shooting, including Richard Brooks' "Lord Jim," starring Peter O'Toole and James Mason, directed by Richard Brooks; Jerry Bresler's "Major Dundee," starring Charlton Heston, produced by Jerry Bresler and directed by Sam Peckinpah; Florin-Tatira's "Mickey One," starring Warren Beatty, produced and directed by Arthur Penn; Jerry Bresler's "Love Has Many Faces," starring Lana Turner and Cliff Robertson, produced by Jerry Bresler and directed by Alexander Singer; Charles H. Schneer's "East of Sudan," starring Anthony Quayle, produced by Charles H. Schneer and directed by Nathan Juran; William Wyler's

(Continued on page 10)

## Poe Keynotes 20th-Fox European Sales Meeting

LONDON—Seymour Poe, executive vice-president of 20th Century-Fox, was to be the keynote speaker here last Friday (May 8) when the company convened its first European sales convention since its reorganization.

The three-day meeting was to be attended by 41 international sales, advertising, and publicity executives from the home office, the United Kingdom, the Continent, and the Middle East. David Raphel, managing director of the international department, was to serve as chairman.

Prior to Poe's speech, Percy Livingstone, managing director for Great Britain, was to open the convention and greet the guests in his role as official host. Addresses were also to be made by Raphel; Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation; Julian Berman, Continental supervisor; Livingstone; John Nelson-Sullivan, newly-appointed Continental advertising-publicity director; Elmo Williams, managing director of European production; Andre Hakim, European production representative in Paris; and Fred Hift, director of European production publicity.

In the afternoon, the delegates were to participate in an open forum on sales and advertising policies and procedures. In the evening, they were to attend a screening of "The Visit," which was also shown in competition at the Cannes Film Festival.

Saturday morning, Rosenfield was to detail the advertising and publicity campaigns for "What A Way To Go!," the upcoming general release of "The Longest Day," coinciding with the 20th anniversary of D-Day, and the general release of "Cleopatra." The entire road-show production program, including "The Sound of Music," "The Agony and the Ecstasy," and "Those Magnificent Men in Their Flying Machines," was to be given special emphasis. Rosenfield was to outline also the promotion campaigns on a total of 31 major European and Hollywood-based productions.

The program of British-based productions was to be presented by Williams in the forenoon, and the afternoon session was to deal with a presentation of the Continental production program by Andre Hakim.

Sunday was to be devoted to individual meetings of advertising-publicity executives with Rosenfield. Similar sessions were to be held for sales personnel by Raphel.

## Drive To Honor Selig

BEVERLY HILLS, CALIF.—Record-breaking weeks in honor of Bob Selig were pledged by Fox West Coast Theatres managers at a southern California division meeting.

June 3-16 were designated for the weeks to honor the National General Corporation's vice-president and general manager of theatre operations.

Speakers included Irving H. Levin, NGC's executive vice-president, and William H. Thedford, Pacific Coast division manager, at the session attended by 90 theatre managers, district managers, bookers, advertising and home office personnel.

# Martin Quigley, Publisher, Dies; Co-Authored Film Production Code

NEW YORK—Martin Quigley, publisher of "Motion Picture Herald," "Motion Picture Daily," and other motion picture trade publications over the past 50 years, died at St. Vincent's Hospital following an illness of several months.

Quigley, who would have been 74 years old on the day of his funeral, was instrumental in drafting the motion picture industry's Production Code, which has been a guide to maintenance of right moral and social standards in film entertainment since its adoption by the Association of Motion Picture Producers in Hollywood in 1930.

Designed as a statement of moral principles and good taste in the production of the screen's mass entertainment, it was subscribed to voluntarily by the major motion picture companies with membership in the Motion Picture Association of America.

The Production Code was revised by the MPAA in 1956 in response to producers' wishes. It continues as the basis of the film makers' system of self-regulation, which extends also to motion picture titles and to advertising. Member companies of the MPAA will not distribute a motion picture for which no Production Code seal has been obtained, and many theatres throughout the country will not book films that lack the seal.

Funeral services for Quigley were held at the Church of St. Thomas More, Manhattan. Messages of condolence poured in from every faction of the motion picture, business, and civic communities.

Survivors include Quigley's wife; two sons, Rev. John S. Quigley, S. J., and Martin S.; two daughters; and 13 grandchildren.

Martin Quigley was born in Cleveland, May 6, 1890. He was educated at Niagara University and Catholic University of America. After graduation, he worked as a newspaper reporter and drama critic in Cleveland, Detroit, and Chicago from 1910 to 1913.

He entered motion picture trade journalism in 1915, with the founding of "Exhibitors Herald" in Chicago. His interest in motion pictures had been awakened by D. W. Griffith's "The Birth of a Nation," which impressed him with the potentialities of the screen as an entertainment art.

In 1917, Quigley acquired the trade paper "Motography" and in 1928 the "Moving Picture World." In 1931, he purchased "Motion Picture News" and renamed his weekly publication "Motion Picture Herald."

The same year, he purchased "Exhibitors Review and Motion Pictures Today," a daily trade publication, and renamed it "Motion Picture Daily." His publication headquarters was moved from Chicago to New York where it has remained since. Bureaus were established in Hollywood, London, Washington, and Chicago, and a worldwide organization of news correspondents was established.

Quigley held the Papal decorations of Order of St. Gregory the Great, Pro ecclesia et Pontifice Medal, Knight of the Grand Cross, Order of Holy Sepulchre, and Knight Order of Malta. He held honorary degrees of Doctor of Literature and Doctor of Laws from Loyola University, Los Angeles.

## ITOA Urges Silverman To Act On Film Problems

NEW YORK—The Independent Theatre Owners Association met with Maurice Silverman, U. S. Department of Justice anti-trust attorney, at a meeting at the Astor Hotel, and urged that the Government "do something" to change current trade practices or they would press for regulation by Congress.

The exhibitors demanded that the Justice Department seek to amend the industry consent decree in the light of current practices, particularly "Showcase" runs and bidding procedures.

Silverman said he could make no commitment for the Government, but assured the exhibitors that their complaints would be reviewed. He will report on the meeting to Assistant Attorney General William H. Orlick, antitrust division head, his superior.

## Orderly Demonstration Hits Theatre Segregation

SOUTHERN PINES, N. C.—Negroes staged a demonstration at the Sunrise here in protest against the racial segregation policies of the house.

The protest started shortly before 3 p. m., and lasted about 45 minutes, with about 12 Negroes attempting to buy tickets at the white ticket window, and when refused passing through the line again and again.

Police said the Negroes informed them of the demonstration before it began, and police were on hand at the theatre throughout the demonstration, but encountered no difficulty.

The protest reportedly was staged because the house, one of a chain with headquarters in Charlotte, would not drop its segregation policies of requiring Negroes to sit in a separate portion of the balcony, and selling Negroes tickets at a separate window.

Most other stores and places here have cooperated with attempts to integrate, according to Dr. Julian Lake, head of a bi-racial Good Neighbor Council appointed last summer.

## Embassy, Para. Extend Deal

NEW YORK — Augmenting their international production and distribution association, Embassy Pictures and Paramount Pictures have concluded arrangements for Paramount to release in Great Britain two additional Joseph E. Levine attractions. The new agreement brings the total number of pictures involved in the association to 10.

The two new films to be distributed in England are "Yesterday, Today and Tomorrow" and "Marriage—Italian Style," now filming in Italy.

Harold Kimmel has been appointed Washington, D. C., branch manager for Embassy Pictures, it was announced by D. J. (Bud) Edele, general sales manager. Kimmel recently resigned as Washington sales manager for United Artists.

## Decca, Universal Report Increased 1964 Earnings

NEW YORK—Consolidated net earnings of Decca Records, Inc., including results of operations of its subsidiary, Universal Pictures Company, Inc., for the three months ended March 31, 1964, amounted to \$1,401,360 equal to 91 cents per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1963, Decca reported earnings of \$984,000, equal to 64 cents per share.

The board of Decca reelected the following officers:

Milton R. Rackmil, president; Leonard W. Schneider, executive vice-president; Louis A. Buchner, vice-president and treasurer; Milton Gabler, vice-president; Martin P. Salkin, vice-president; Samuel Yamin, secretary; Isabelle Marks, assistant secretary; and Irving E. Wiener, assistant treasurer.

Stockholders reelected the entire membership of the board.

Universal Pictures Company, Inc., reports for the 13 weeks ended March 28, consolidated net earnings from operations of \$1,380,577 equal to \$1.62 per share on 851,621 shares of common stock outstanding.

For the 13 weeks ended March 30, 1963, the company reported consolidated net earnings from operations of \$780,000, equal, after dividends on preferred stock, to 88 cents per share.

The board of Universal elected the following officers:

Rackmil, president; Adolph Schimel, vice-president, secretary and general counsel; Edward Muhl, David A. Lipton, and Henry H. Martin, vice-presidents; Felix M. Sommer, treasurer and assistant secretary; R. M. Miles, controller and assistant treasurer; Charles H. Stineford, assistant treasurer; and Morris Davis and Anthony Petti, assistant secretaries.

## Dismissal, Mistrial Ruled

NEW YORK—Federal Judge Inzer B. Wyatt dismissed one anti-trust conspiracy suit for \$653,000 damages against RKO Theatres and RKO Pictures, and declared a mistrial in a second for \$1,200,000 against the same defendants.

The defendants, including Warner Brothers, Allied Artists, Universal, and 20th-Fox, settled with the plaintiffs, Pahler Realty Company and Unison Realty Corporation. Theatres involved were the Harlem Opera House and the RKO Alhambra.

The jury found for RKO Theatres and RKO Pictures in the Pahler case, but failed to agree on the Unison suit which was declared a mistrial. Unison, however, can file a new suit.

## Flowers Leaves NGC

LOS ANGELES—Paul Flowers resigned from National General Corporation after an association of over 20 years. Flowers had served in such capacities as national coordinator of promotions and director of group sales. He completed many special assignments in publicity and promotion and was manager of such theatres as the Village, Westwood, and Loyola.

Flowers has won over 50 showmanship awards. He is the recipient of many Achievement Citations from MOTION PICTURE EXHIBITOR.

Flowers is leaving National General to form his own company, Flowers & Associates. He feels there is a definite need to offer the producer and the exhibitor specialized promotion, exploitation, and group sales.

## Terrell Tells Field Reps Of "Molly Brown" Campaign

NEW YORK—Dan S. Terrell, MGM executive director of advertising, publicity and promotion, presided at a two-day conference at the Plaza Hotel on "The Unsinkable Molly Brown," attended by more than 50 publicists and others from the home office, studio, and key cities.

Field representatives were informed of the national promotion campaign for the film with Emery Austin, Terrell's special assistant, and exploitation manager Andy Sullivan assisting in the presentation.

Austin discussed the nationwide public appearance tours of stars Debbie Reynolds and Harve Presnell.

New York publicity manager Dick Winters discussed the publicity campaign which is aimed to reach over 100 million people.

New York ad manager Bill O'Hare outlined the ad campaign and the "image" MGM wishes to create for "Molly."

Trailers and radio spots were discussed by Art Kuehn, and ad production manager Sid Glaser and Norman Kaphan also participated.

Merchandising tie-ups were explained by Lilian Tookman, who also told of the new "Molly Brown" fashion color MGM will attempt to popularize.

Press books and local promotions were described by Al Boyars, of the exploitation staff; Bill Golden, of the studio, dealt with national tieups; and Arnold Maxim, president, MGM Records, reported on the "Molly Brown" records and the sound-track album.



Dan S. Terrell, MGM

## Col. Int. Realignment

NEW YORK—Alexander L. Stein, sales supervisor at Columbia Pictures International's Continental Headquarters in Paris, has been named the company's Caribbean area supervisor, it has been announced by Mo Rothman, executive vice-president of Columbia International.

The transfer follows the personal request of Stein, who will make his headquarters in Caracas, Venezuela. The move marks the return of Stein to the city where he served as Columbia's manager for Venezuela for 16 years until he switched to Paris in 1962. Stein's wife and four children are all natives of Venezuela and family considerations were the basis of his request.

Rothman also announced that Sigmund (Jack) Jackter, manager in Venezuela, is being transferred to Tokyo as general manager of Columbia's organization in Japan, replacing Julian Berman.

# Allied Okays Cooperation With TOA While Groups Discuss Merger Plans

## Allied Unit Votes Against Production Subsidy Plan

DES MOINES—The board of directors of Allied Theatre Owners of Iowa, Nebraska, and South Dakota went on record as opposed to the proposed COMPO plan to subsidize motion picture production in the U. S. by a box-office tax. Fear was expressed about the Government getting into the act.

The meeting expressed concern over the growing problem of 16mm competition in schools and colleges.

Attention was called to Warner Brothers' policy on "PT-109," with the claim made that many small exhibitors whose dates were canceled when this picture was withdrawn from release after the death of President Kennedy were now being held back until the film, once more in release, had played return dates in the larger situations. The aid of Allied States is to be sought in this matter.

## UA Asks Stockholders To Okay Share Increase

NEW YORK—At the annual meeting on June 9, stockholders of United Artists Corporation will act on management's proposal to amend the company's certificate of incorporation to increase the number of shares of \$1 par common stock from 2,500,000 shares to 5,000,000 shares. The change does not affect the Class B common, which is separate from the common stock.

A proxy statement stated that the reason for increasing the stock is to "provide the company with flexibility for future capital requirements, possible acquisitions of properties and businesses in exchange for stock, and other corporate purposes which might demand speedy action."

The aggregate remuneration of officers and directors was stated as follows: Vice-president Robert M. Blumofe, \$49,750; vice-president Joseph Ende, \$44,200; vice-president Leon Goldberg, \$57,000; and vice-president James R. Velde, \$52,000.

A stockholders' brochure announced several new productions and noted that the company "is well on its way to what is likely to be the best year in its history." First quarter earnings of approximately \$2,025,000 after taxes are the highest of any quarter in the company's history.

The present board, including Robert B. Benjamin, Seward I. Benjamin, Blumofe, Robert W. Dowling, Ende, Goldberg, William J. Heineman, Arthur B. Krim, and Arnold M. Picker, is up for reelection.

## Sellers-UA Pact Set

NEW YORK—A multiple picture deal has been signed between Brookfield Productions and United Artists. Brookfield is an independent company whose partners are Peter Sellers and John Bryan.

David V. Picker, United Artists vice-president, and Bryan, who announced the pact, said that the first production would be "My Favourite Comrade," starring Peter Sellers.

DETROIT—The shape of things to come became clearer when the National Allied spring board meeting was held here. It was decided to approve the interim committee to explore the Allied-TOA merger possibilities and to be co-chaired by Jack Armstrong and John H. Rowley, presidents of the two organizations.

This provides the opportunity for exhibitors to speak with a single voice on projects and protests in areas where both organizations already agree.

Also becoming more definitive were the directives of the board as to organizational form if the consolidation is ultimately approved. Envisioned were area units, presumably one for each state in the union, to which exhibitors would belong. Individual membership would be in these only, not both unit and direct membership in the National, which is the current Allied structure.

It was foreseen that each unit would elect one member to the combined board. These in turn would have authority to elect other directors. The purpose of this somewhat unusual move is to be able to tap specialists in various fields who could by knowledge and techniques contribute to the welfare of the industry.

Because the size of the proposed merged board would be so large, it was suggested that an executive committee be formed to function between meetings.

It would seem that while both organizations are serious as to getting together, both are feeling their way cautiously to discover the possible merits and demerits of the union.

Only one other item on the agenda was released. The timing of this also seems significant.

Both organizations have stressed that the various meetings were still those of exploration. This one other item would seem to convey that Allied was still completely uncommitted. It was the announcement that plans for the 1965 Allied convention in Pittsburgh were already being formulated. In other words, as things now stand, Allied still would (This, of course, does not mean plans could not be changed.) be independent 18 months hence.

After the meeting, executive secretary Milton H. London predicted to your correspondent that he expected the Allied 1964 convention, which will convene here at the Sheraton Cadillac Hotel Oct. 19, to be the most successful one ever held. In fact, he said, he believed it would be the largest industry convention ever to be assembled.

## Another N. Y. Censor Fight

ALBANY — A brief was filed, with the record, by Edmund C. Grainger, Jr., counsel for Audobon Films, in the latter's appeal to the Appellate Division, Third Department, from a decision by the Regents two years ago to refuse a license for "The Twilight Girls" unless deletions were made.

The Court will hear arguments by Grainger and by Dr. Charles A. Brind, Jr., Regents' counsel, at the term starting May 18.

Grainger argued that the Regents erred by not considering the film "as a whole." Grainger contended the portions sought to be eliminated "are most miniscule."

# The NEW YORK Scene

By Mel Konecuff

LAST WEEK, we went out to the World's Fair on business, to view and report on one of the Cinerama installations, a unique "environmental" film program (whatever that is) called "The American Journey" at the United States Pavilion.

The Cinerama theatre resembles a big, winding tunnel while the seats are contained on moving vehicles, each of which can accommodate 55 people. Stereophonic speakers in the headrests pass on the story-line narrative, music, and sound effects. The cars trigger 170 movie and slide projectors mounted on catwalks on all sides, which flash their visual stories on 130 movie screens of various sizes and shapes. Some 2,500 viewers an hour can be accommodated, and there's a vehicle equipped with multi-lingual narrations for foreign visitors.

The show runs 13½ minutes and makes for a most unusual presentation of American history for which producer-director Jeremy H. Leppard and staff can take bows.

While out there, we stopped in at the Hollywood Pavilion and found some of the sets from "West Side Story," "Seven Days in May," "Cleopatra," "The King and I," "Gunsmoke," "Molly Brown," etc., most realistic if a bit on the static side. We met director Barry Shear, who has been brought in to pep up the whole area, and he's got some swingin' plans, which we're not allowed to reveal as yet. He'll do all this in the next three weeks before he starts directing a picture for producer Max Youngstein.

**WEDDING NOTE:** Carnegie Hall next August will be the scene of a wedding and wedding of film and live theatrical performances on stage as the American premiere of "Laterna Magika" takes place. This show has been the sensation of Prague, Czechoslovakia, for the last six years.

Richard Fleischer, director, related how he first discovered the entertainment through a friend and decided to bring it here for Americans to enjoy in association with Harry Bernsen, Jr., president of Overseas Management, Inc.

Several screens of different sizes, including CinemaScope, each serviced by a separate projector, are employed simultaneously. All screens are filled with pictures, each different, but plot-connected. Together with stereo sound, the singing, dancing, and acting of live performers are woven into one, free-flowing, unified presentation, we were told. Some tricks before and behind the screens make for unusual entertainment in both color and black-and-white. A shortened version of "Tales of Hoffman," plus some variety numbers, will be offered at showtime, said Fleischer. Incidentally, the process was first demonstrated at the Brussels World's Fair in 1958, where it was awarded the Grand Prize.

**THE METROPOLITAN SCENE:** Universal's Phil Gerard sent over a tremendous showmanship kit on "The Chalk Garden" weighing an ounce less than two pounds, and it's loaded with stories, stills, and illustrations. . . . We just have to tell you that Eugene Troobnick has been signed to do the title role in "Harvey Middleman, Fireman". . . . Columbia feels George Segal, one of the personalities in "The NEW Interns," is headed for stardom. At dinner, we asked his charming wife how she felt about being married to a movie star, and she opined that she didn't know, as he wasn't a full-fledged star yet.

(Continued on page 19)

## COLUMBIA PRODUCTION

(Continued from page 7)

"The Collector," starring Terence Stamp and Samantha Eggar, produced by Jud Kinberg and John Kohn and directed by William Wyler; and "Harvey Middleman, Fireman," a Robert L. Lawrence-Ernest Pintoff Production.

Winding up the breakdown of Columbia's global product programs, Frankovich revealed the status of the 50 properties which are now being readied to go before the cameras. They are: Sam Spiegel's "The Chase," "Oliver," Stanley Kramer's "Ship of Fools," Pakula-Mulligan's "Inside Daisy Clover," James Woolf's "King Rat," "Born Free," "The Three Stooges Meet The Gunslingers," Richard Quine's "Synanon House," "The Gay Place," Mark Robson's "The Centurions," "A Man's Place," "Three On A Couch," Martin Ransohoff's "The Sandpiper," Otto Preminger's "Bunny Lake Is Missing," Jerry Bresler's "Bent's Fort," "The Green Beret," "The Fabulous Showman," "Good Lord You're Upside Down," Charles K. Feldman's "Fair Game," James Woolf's "Time of the Barracuda," The Hecht Company's "The Ballad of Cat Ballou," "There Must Be A Pony," "Inferno," Richard Brooks' "Catch-22," William Frye's "Linda," Robert Rossen's "Cocoa Beach," Max E. Youngstein's "A Cook for Mr. General," "The Strange Story," "Andersonville," Max E. Youngstein's "The Man Who Killed Lincoln," David Swift's "Marriage Is For Single People," "Dylan," David Swift's "Ex-Wife," Carl Foreman's "The Young Churchill," Irving Allen's "The Golden Horde," "The Saint With Red Hands," "The Ipcress File," "Horse Under Water," "The Pass Beyond Kashmir," "Life At The Top," Sam Spiegel's "Dangerous Silence," "Marooned," "Life With Mother Superior," "To Sir With Love," and six films from Hammer Productions, "The Pit," "Love In Smoky Regions," "The Ruffians," "One More River," "Fanatic," and "The Brigand of Kandahar."

Jaffe, who introduced Frankovich, later announced that vice-presidents Gordon Stulberg and Arthur Kramer, both based at the studio, have been given new contracts prior to the expiration of their existing agreements.



Leading area exhibitors recently were guests of Embassy Pictures at the opening of the company's new exchange at 1225 Vine Street, Philadelphia. Hosting the informal ceremonies were Durand J. (Bud) Edele, Embassy's general sales manager, and Irving Lomis, east-central district manager. Among those present were, left, left to right, Hank Goldman, Fabian Theatres; Lomis;

Edele; Bernie Myerson, Loew's Theatres; Mert Shapiro, independent exhibitor; and right, left to right, Lomis; Elmer Hirth, A. R. Boyd Enterprises; Richard Sears, A. R. Boyd Enterprises; Henry Milgram and William Milgram, Milgram Theatres; Jerry Horowitz, Fabian Theatres; Irving Coopersmith, Stanley Warner buyer; Edele; and Edward Emanuel.



— SPECIAL REPORT —

## 20th CENTURY-FOX

**T**WENTIETH CENTURY-FOX has been under the microscope of Darryl F. Zanuck's right hand man, Seymour Poe, for 20 months. The reorganization that has taken place on all echelons at the company involved major changes—some so advanced that a number of Poe's executives now refer to the corporation as "Twenty-First Century-Fox."

The company's new point of view is based on the concept that its diverse operations involve global interests and worldwide activities.

With the objectivity required for true re-organization, Poe eliminated one department, reduced others to a fraction of their former size, and instituted a host of innovations. Not a man to be rushed, he set about getting the right men for the right jobs. He waited, assuming departmental duties until he got his man. The cohesive, hard-hitting executive staff of Fox today is the fruit of Poe's efforts to recruit only the best.

The net result was the most profitable year of operation in the company's history; this taking into account a staggering loss of \$39 million during the preceeding fiscal year 1962-63.

He has been responsible for many firsts, among them the hiring of outside creative advertising consultants and market analysts; the institution of an executive training program for recruitment and development of young manpower; and the complete revision of the corporation's global setup.

In production, Poe sees Fox shortly in the position of number one. Twenty-two productions are set for this year, and studio facilities will permit the production of 25 features per year. This is Fox's goal, and already 3,000 persons are at work in the studios. Just a year ago, production was at a complete standstill, and less than 200 employees were on the job.

Twentieth Century-Fox as it stands today—reorganized, revitalized, and imbued with new spirit—is in the midst of a resurgence unprecedented in this industry, and we can justly state that Seymour Poe was one of its major architects.

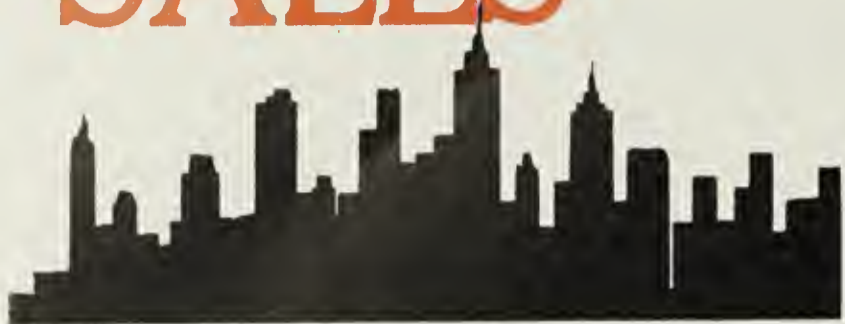
From the Publisher ● The size of a man can be determined by the magnitude of his accomplishments. Seymour Poe has played a major role in one of the most remarkable corporate achievements ever undertaken—the restoration of 20th-Fox to a position of eminence in the motion picture industry. Direct, concise, and decisive, he has driven himself and his management team hard, and has earned the respect and admiration of the entire business community. His accomplishments have been impressive. Seymour Poe has proved himself to be an invaluable aide to Darryl F. Zanuck, president, and a very big man indeed. —JAY EMANUEL



*"... the motion picture industry has entered a new phase . . . any company which does not keep abreast will go the way of the silent picture"—  
Seymour Poe, Exec. Vice-President*



# SALES



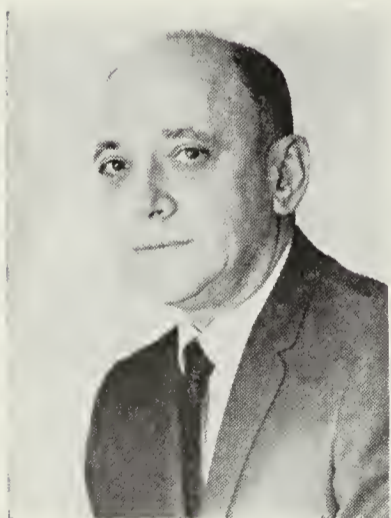
## *the men who sell the produc*

**JOSEPH M. SUGAR**  
Vice-President  
in-charge-of  
Domestic Sales



*"... maybe if the people in this business all stopped fighting and worked together sensibly, we could get something accomplished."*

**ABE DICKSTEIN**  
Assistant Sales Mgr.



### DIVISION MANAGERS



**R. C. McNABB**  
Eastern Division



**R. L. CONN**  
Central Division



**W. C. GEHRING**  
Southern Division



**T. O. McCLEASTER**  
Western Division



**P. S. MYERS**  
Canadian Division

SEYMOUR POE says 20th-Fox is aiming toward 25 pictures a year, and as far as Joseph Sugar, vice-president in charge of domestic sales, is concerned, that's a fine idea. "Fox is trying to ignite a new spark in this industry," Sugar says, "and I look forward to selling as many pictures as the studio can turn out."

One of the first moves in Fox's far reaching reform was to eliminate the concept of local autonomy on the part of sales branches. Local autonomy just didn't work, Sugar says. "Everyone involved in the sales end of the business must be accountable for his actions to someone."

Currently, five division managers supervise branches in their particular areas. They are accountable to Abe Dickstein, assistant sales manager, and he to Sugar. Sugar, in turn, is accountable to Poe, whose supervision and control extend throughout every company operation.

The new domestic sales setup comprises 26 U. S. and six Canadian exchanges. In addition, there are sales representatives in Portland, Oklahoma City, Omaha, Milwaukee, New Haven, and Albany.

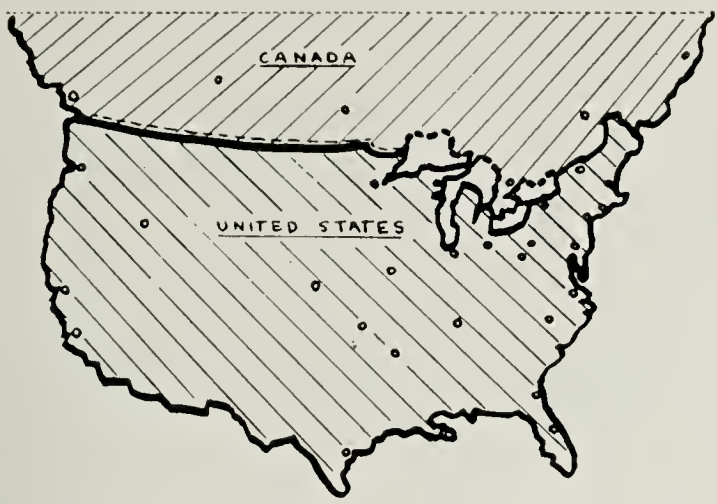
There is a streamlined home office sales setup, in keeping with the new philosophy of Fox. The highly important roadshow division is supervised by Dickstein, and activity on this front is going to be hectic in the next few years. In 1965, Fox will release three major roadshows, "Sound Of Music," "Those Magnificent Men In Their Flying Machines," and "The Agony And The Ecstasy." Also earmarked for roadshow presentation are "Justine," "The Day Custer Fell," and "The Sand Pebbles."

This information was readily available from Sugar, and therein lies another difference between the old 20th-Fox and the new. Now, the sales department is able to project at least a year in advance. Again, the emphasis is on advance planning.

The home office operation is no ivory tower, Sugar emphasizes. He himself meets with exhibitors and gets out into the field as much as possible. The mountains come to Mohammed as well. Every three weeks, the five division managers come to New York for a full-day meeting with Sugar and Dickstein. They discuss policies, problems, and take back recommendations. There is constant contact, open lines of communication, and a willingness to strike out in new directions.

Sugar says, "I don't like to go into a pattern just because it is accepted in a particular area. We adapt to the needs of the picture we are selling."

Fox has had good success with the "Showcase" policy in New York, Chicago, Detroit, and some other areas, Sugar points out. However, there is no delusion that this, or any other policy is



BRANCH MANAGERS (by territory) from top, read left to right: New York Metropolitan District, New York, Boston, Cincinnati, Cleveland, Philadelphia, Pittsburgh, Chicago, Detroit, Kansas City, Minneapolis, St. Louis, Atlanta, Dallas, Jacksonville, Memphis, New Orleans, Denver, Los Angeles, Salt Lake City, Seattle, Buffalo, Des Moines, Indianapolis, Washington, D. C., Charlotte, and San Francisco, Canadian branches include Calgary, Alberta; Montreal, Quebec; St. John, N.B.; Toronto, Ontario; Vancouver, B.C.; and Norwood, Manitoba.

## — to America's theatres

a panacea for every situation. The business is too volatile for that.

There is an excitement in selling film that is unlike any other sales effort in the world, Sugar says, and assistant Dickstein agrees. Dickstein puts it this way, and only half in jest, "If you didn't enjoy selling film, you couldn't live with it."

Fox's sales force is young and aggressive. They have the energy and enthusiasm of youth and a healthy optimism about the future. "Motion pictures will not be replaced by anything else," Sugar asserts.

His admiration for worldwide advertising-publicity-exploitation chief Jonas Rosenfield is refreshing. "We both agree that we are part of the same company. We work closely as a team in the home office, and in the field, it's the same story."

Sugar describes himself as a natural optimist, but he is a hard-headed sales executive as well. Asked to comment on current exhibitor complaints about blind bidding, he bluntly stated that he felt "exhibitors bring blind bidding on themselves. They want to book top pictures far in advance. We can't afford to be closed out of these playdates. I don't like blind bidding. I don't think anyone should be forced to buy a pig in a poke. If we knew playing time would be available, we would avoid blind bidding."

As in every department, the dead wood in Fox's sales organization has been stripped away. What remains is an efficient, streamlined sales force that knows what it has to sell and how to sell it.



ROSEN



ARNSWALDER



LEVY



RUSSO



ROSENTHAL



DIAMOND



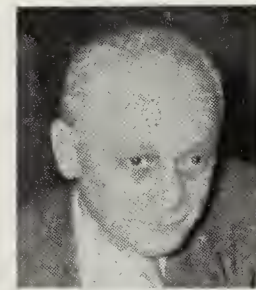
LUTZ



SCHMERTZ



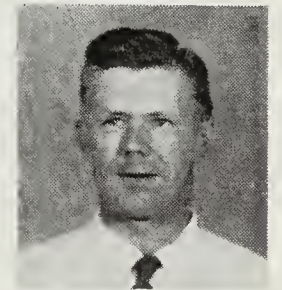
GOLDSTEIN



NEGER



KINSER



KRIPS



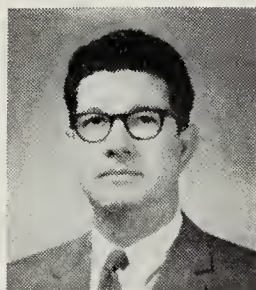
WILSON



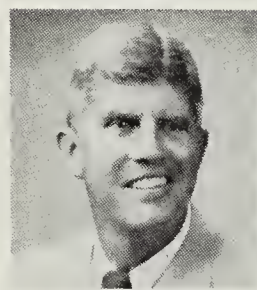
WILLIAMS



HARRELL



COURSEY



KENNEDY



SHERIDAN



SIDMIN



LLOYD



HANSAKER



STURM



GOLD



MEYER



BLOOM



MOCK



POWERS



McQUAY



LIGHTSTONE



PACEY



BEATTIE



EXLEY



GELLER



**JONAS ROSENFELD, JR.**  
*Vice-President and Director of  
 Advertising, Publicity  
 and Exploitation*

# THE MEN WHO PROMOTE THE PRODUCT.

*"... motion picture publicity  
 is not a tranquil science,  
 but advance planning  
 can eliminate weeks of  
 unnecessary hysteria."*

**J**ONAS ROSENFELD heads an advertising-publicity department whose activity is on a global scale. The continuous flow of information into and out of the department is staggering. Publicity, advertising and promotion are, he says, "instruments of sales," and every communication source is tapped for the benefit of 20th Century-Fox's world wide operations.

His office is a well-organized madhouse, his day filled with a never-ending barrage of telephone calls, conferences, papers thrust under his nose for approval, requests for authorizing everything from advertisements to a starlet's holiday on the Riviera.

That order can be wrought from this tangle of details, demands, and deadlines is a testimonial to the effectiveness of the advance planning carried into every phase of Fox's operations under the new regime.

Money is the prime mover in any business activity, and publicity money is allocated at several points in the conversion of script to celluloid. Rosenfeld explained that 20th-Fox first draws a production publicity budget, in which all activities required to promote the early venture must be reduced to hard figures. Revisions are made when necessary, and a second complete budgeting job is done for the release program.

Constant contact occurs between the sales and the advertising departments during all phases of production and distribu-



**R. BUSH**  
 Exploitation Mgr.



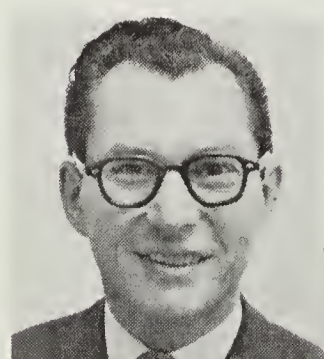
**A. GOODMAN**  
 Advertising Mgr.



**M. SEGAL**  
 Publicity Mgr.



**P. LIEBER**  
 Studio Publicity



**F. HIFT**  
 European Publicity

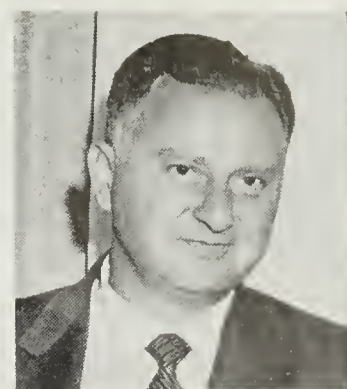


Jonas Rosenfeld discusses campaign for forthcoming film with staff. l. to r.—Mort Segal, Abe Goodman, Harold Van Riel (art director), Rosenfeld, and Rodney Bush.

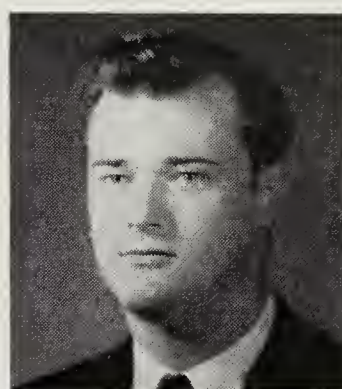
**FIELD  
EXPLOITATION  
STAFF**



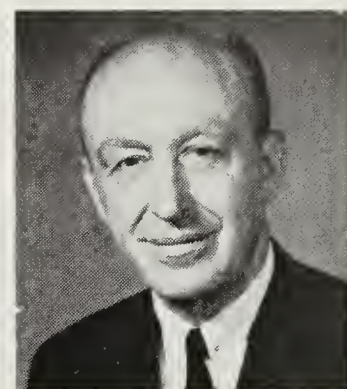
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Boston



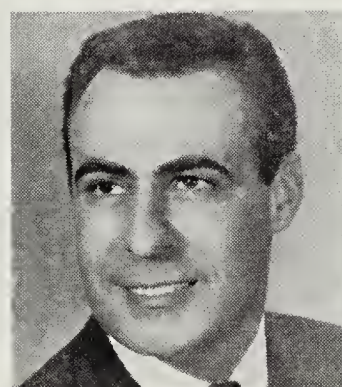
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Philadelphia



**P. DWYER**  
Buffalo



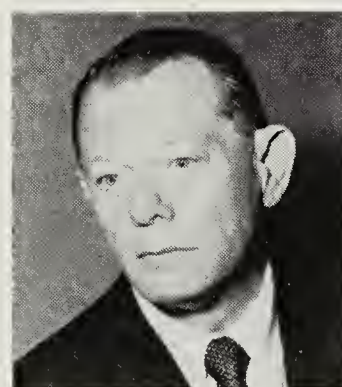
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Cleveland



**N. DELANEY**  
St. Louis



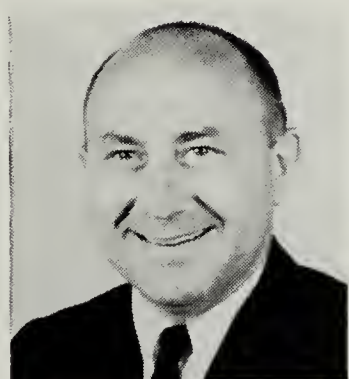
**C. EVENS**  
Kansas City



**S. GORDON**  
Chicago



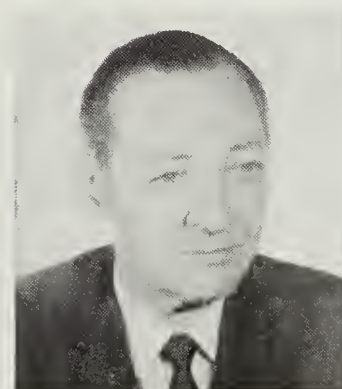
**J. GILLESPIE**  
Dallas



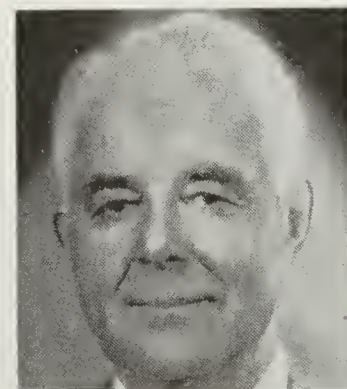
**R. BURING**  
Atlanta



**H. YORKE**  
San Francisco



**E. YARBROUGH**  
Los Angeles



**S. GLASIER**  
Toronto, Can.

*from script to sub-run*

tion. The same liaison and creative effort extends to Fox's field men, who serve as directors of advertising and publicity on the regional level.

To Rosenfield, flexibility is a must. He encourages creative expression on every front, be it in mapping a campaign or garnering space for a World's Fair excursion.

Every new picture represents a fresh challenge, and there is no formula for success. This year, his department is charged with creating 22 unique packages, each one of which must provide exhibitors with advertising and promotional tools for maximum exploitation of the picture's potential.

He leaves room for creativity at the local level, but is opposed to altering a professionally prepared ad or campaign plan simply for the sake of doing something different. "Merchandising activities at the lower level of exhibition should be improved," he said. Any exhibitor, regardless of what kind of theatre he is operating, is provided with the merchandising tools. "All the exhibitor needs is the will."

While newspapers continue to receive the greatest allocations, Rosenfield feels that television provides a most valuable selling assist for a picture. He maintains that radio continues to be a strong medium for reaching the important teen-age audience and the ladies.

The hectic world of Jonas Rosenfield is indeed all the world.

# SELLING THE PRODUCT AROUND THE WORLD

**DAVID RAPHEL**  
Managing Director  
of  
International Sales



*"... the story of Fox's increased international sales is a story of modern communications."*



**BERMAN**



**BELFORT**

Europe  
&  
Middle East



**RODRIGUEZ**



**MARS**

Latin  
America



**POLATY**



**MARCUS**

Far  
East



**GOLDSMITH**

N. Y. Liaison  
For English  
Speaking  
Countries

**D**AVID RAPHEL, articulate boss of 20th-Fox's foreign sales organization, heads up a uniquely structured department created by Seymour Poe. Poe's plan calls for a territorial general manager in the field working with a home-office liaison executive, who has had extensive experience in the territory.

With foreign sales accounting for approximately 55 per cent of the total motion picture revenue of the company, Poe's new setup provides the control and communications network needed to keep abreast of the fickle world market for American films.

The direct contact between the New York executives and Fox's foreign sales force, both responsible to Raphael, has cut delays in decision-making and given the home office increased access to information from the remote reaches of the international market. Returns from global sales already testify to the success of this innovation.

The executives working under the new plan are Julian Berman, general manager for Europe and the Middle East, and his New York liaison, Joe Belfort; Francisco Rodriguez, handling Latin American affairs from his Mexico City headquarters, working with Harold Mars in New York; Geza Polaty, in charge of Far East operations, based in Tokyo, with Morey Marcus as his New York liaison; and Keith Goldsmith, New York liaison for the English speaking territories comprising Great Britain, Australia, New Zealand, and South Africa.

The increased flow of information between the foreign operations and the home office includes feedback of film, star, and director preferences (another Poe innovation) for evaluation and use in production and distribution planning. This characterizes the present management team's attempt to minimize risks on all corporate fronts.

Raphael notes that communications has spread much of what was once peculiarly American to the corners of the globe. Teenagers, for instance, are the backbone of the motion picture public in all lands. He also notes that some of the technical advances, such as 70mm, have proven to be tremendously popular abroad. In France alone, there are more 70mm situations than in the U. S., he commented.

Censorship, he says, provides its share of headaches, since it is so arbitrary. In Sweden, anything sexual is okay, but all violence is forbidden. Elsewhere, the situation is reversed.

He says that foreign theatres have definite personalities, and fans expect to see a particular type of film when they go to a theatre. Productwise, films that once were earmarked for big theatres have proven to be effective grossers in smaller situations where they can be held on longer runs. The "art theatre" is also beginning to figure prominently in foreign exhibition, he noted.

Raphael says that the "Showcase" concept of playoff is spreading rapidly throughout the world, except on road-show attractions, which are still limited to one house. Raphael says his department "ought to do 50 per cent of the total gross. If we do more, we are doing a good job. It's healthy competition, and good sport!"



"WHAT A WAY TO GO"

"... study of our production program demonstrates that the play is still the thing."



RICHARD D. ZANUCK

Vice-President  
in-charge-of  
Production

## Here Is The Product

A YEAR AGO at this time, 20th Century-Fox had one picture in production—"Take Her, She's Mine"—which marked the reopening of the studio following a lengthy production hiatus.

By the end of this month, 20th Century-Fox will have 15 pictures simultaneously in various stages of production in Hollywood and in Europe. This amazing resurgence took place under the leadership of Richard D. Zanuck, vice-president in charge of production. The youthful and dynamic executive has made his studio the most active in Hollywood and his company the most active of all the majors. Whereas there were 200 employees at the studio when it reopened, there are now more than 3,000. The stages are so active that the company has reopened its Western Avenue Studios for its upcoming tv network production.

A schedule of 45 major films is the goal of 20th-Fox in the next two years, and at the present rate, it's likely to exceed that.

Set to have its world premiere this month is the all-star "What A Way To Go!" with Shirley MacLaine, Paul Newman, Robert Mitchum, Dean Martin, Gene Kelly, Bob Cummings, and Dick Van Dyke. J. Lee Thompson directed for producer Arthur P. Jacobs in CinemaScope and DeLuxe Color.

Also completed is "The Visit," based on Friedrich Duerrenmatt's hit play, starring Ingrid Bergman and Anthony Quinn. Bernhard Wicki directed for producer Julien Derode in Cinema-

Scope.

Currently editing are "Fate Is The Hunter," CinemaScope, with Glenn Ford, Nancy Kwan, Rod Taylor, Suzanne Pleshette and guest star Jane Russell; Aaron Rosenberg produced; Ralph Nelson directed.

"Rio Conchos," CinemaScope-DeLuxe Color, with Richard Boone, Stuart Whitman; Tony Franciosa, Edmond O'Brien and football star Jim Brown; David Weisbart produced; Gordon Douglas directed.

"Guns At Batasi," CinemaScope, with Richard Attenborough, Jack Hawkins, Flora Robson, and Mia Farrow. George Brown produced; John Guillermin directed.

The following films are shooting: "The Sound Of Music," Todd-AO-DeLuxe Color, starring Julie Andrews, Christopher Plummer, Eleanor Parker, and Peggy Wood; produced and directed by Robert Wise.

"John Goldfarb, Please Come Home" CinemaScope-DeLuxe Color, with Shirley MacLaine, Peter Ustinov, and Richard Crenna; Steve Parker producing; J. Lee Thompson directing.

"Goodbye Charlie," CinemaScope-DeLuxe Color, starring Tony Curtis, Debbie Reynolds, Pat Boone, and Walter Matthau; David Weisbart producing; Vincente Minnelli directing.

"Zorba, The Greek," with Anthony Quinn, Alan Bates, and



"THE VISIT"



"FATE IS THE HUNTER"



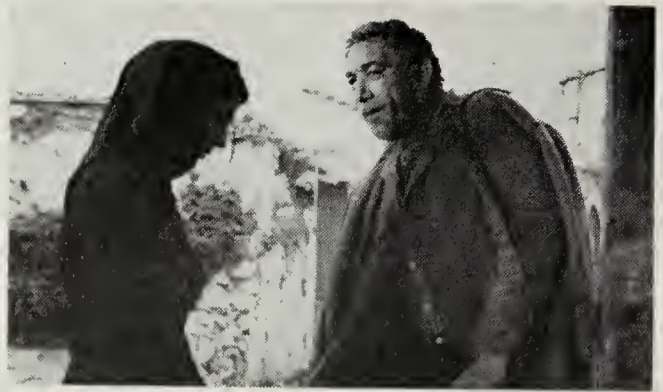
"RIO CONCHOS"



"JOHN GOLDFARB, PLEASE COME HOME"



**"GOODBYE CHARLIE"**



**"ZORBA, THE GREEK"**



**"GUNS AT BATASI"**



**"ERASMUS WITH FRECKLES"**



Irene Papas; produced and directed by Michael Cacoyannis. **"The Pleasure Seekers,"** Todd-AO-DeLuxe Color, with Ann-Margaret, Carol Lynley, and Pamela Tiffin; David Weisbart producing; Jean Negulesco directing.

Scheduled for production this month are **"Erasmus With Freckles,"** CinemaScope-DeLuxe Color, starring James Stewart; Henry Koster producer-director.

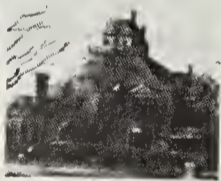
**"Hush . . . Hush, Sweet Charlotte,"** CinemaScope, with Joan Crawford, Bette Davis, Joseph Cotten, Agnes Moorehead; Robert Aldrich producer-director.

**"Those Magnificent Men In Their Flying Machines,"** Todd-AO-DeLuxe Color, with Stuart Whitman, Fernandel, Alberto Sordi, Robert Morley, Terry-Thomas, Sarah Miles, James Fox, and many others; Stan Margulies producing; Ken Annakin

directing.

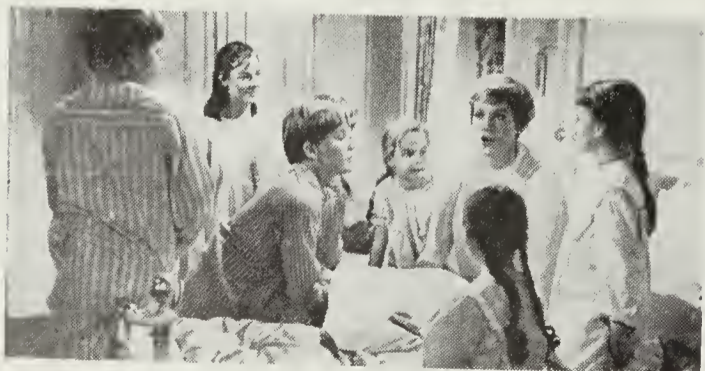
**"The Agony And The Ecstasy,"** Todd-AO-DeLuxe Color, starring Charlton Heston, Rex Harrison, Dianne Cilento; Carol Reed directing.

Other upcoming product includes **"Von Ryan's Express,"** with Frank Sinatra, produced by Saul David, directed by Mark Robson; **"Morituri,"** with Marlon Brando and Yul Brynner, produced by Aaron Rosenberg; **"The Sand Pebbles,"** scheduled for roadshow release, with Steve McQueen, produced and directed by Robert Wise; **"The Day Custer Fell,"** scheduled for roadshow release, produced by David Weisbart; **"Justine,"** scheduled for roadshow release; and **"A High Wind In Jamaica,"** starring Anthony Quinn, produced by John Croydon, directed by Alexander Mackendrick.



**"HUSH . . . HUSH, SWEET CHARLOTTE"**

**"A HIGH WIND IN JAMAICA"**



**"THE SOUND OF MUSIC"**

**"THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES"**



**"THE AGONY AND THE ECSTASY"**

**"THE PLEASURE SEEKERS"**



# LONDON Observations

By Jock MacGregor

REMINISCENT OF an aging woman who has had a face-lift, but too late, Brighton, Britain's first seaside resort now in the throes of extensive redevelopment, was the setting for the Cinema Exhibitors Association's new look summer convention, at which business and pleasure were combined in equal measures. Too often, even with the minimum time being allotted to business, this has been rushed to make way for junketing. This came to a head at Bournemouth in 1962. Delegates rubbed their eyes when they read our English contemporary, *The Kine Weekly*. Comparative newcomer to the industry, Peter King, who had trained as a barrister and found himself having to take an active part in the Shipman and King Circuit, instead of eulogising on the conference in his guest piece, tore hell out of it. He felt that it was not taken seriously enough, and was a waste of time and money.

Veteran delegates blinked, and while reluctantly admitting that the boy might have something, felt that he had gone too far. Some even believed that he was attending his last conference. Top men, however, not only liked what he said but liked the way that he said it. Now Peter is the CEA's youngest president ever, and he has us working as never before with a full agenda covering three days. I recall one year when there was only one short business session in four days!

Foremost, the annual general meeting, which is little more than a formality, sees the changing of the presidents and the election of the vice-president. This has also gone to a young man, Tony Woods of Liverpool, the only independent in the country to have installed Cinerama. This was followed by an open forum with discussions covering the new Shops and Offices Act, clearances and allocation of product, liquor licences for cinemas, pay tv, and the indifferent attempts to attract new audiences. A special session was staged by the British Animation Group pleading for better recognition of British cartoons, which get scant bookings in this country. John Halas and Bob Godfrey (not to be mistaken with the Cheshire exhibitor of the same name) put the case well and received sympathetic support for their enterprise.

"Your Cinema and Your Audience" was introduced by Ernest Pearl and coincided with the publication of the Screen Advertising Association's new market research survey on cinema audiences. Though produced primarily for the advertising man, it contains much that can be of great use to producers and other film men. It reveals that the cinema remains the biggest single out-of-home entertainment, for which 24 million people paid \$159,600,000 for 375,000,000 cinema admissions in 1963. The average weekly audience is placed at seven million. The remarkable affinity between the young adult and the cinema, which stretches from adolescence to maturity—from the first pay packet to the first infant—is stressed. It is claimed that young adults comprise 66 per cent of the average cinema audience and that the 12½ million Britons in this class yield 4½ million movie goers weekly. 71 per cent of the audiences are working class. While little more than one in three movie-goers view commercial tv on the average day, they are avid readers of movie news in the papers and buy those giving the best coverage to the cinema. They rarely see the peak hour tv commercials. Publicists should indeed study this most carefully when planning tv advertising for they should aim mainly at the unconverted. It was a intriguing session.

Another well attended meeting was "The Exhibitor Wants to Know. . . ." Distributor Fred Thomas, producer John Boulting, censor John Trevelyan, columnist David Lewin, and actress Sarah Miles faced a barrage of questions on relevant subjects. Peter certainly made his delegates work and gave all present a chance to air their problems and grievances. The social centers were Harry's Bar and Lyons Maid's La Gala. The former has been going for so long at these conferences that even Harry Adley has forgotten when he started it for a noggin and matter before lunch and dinner each day. George Arnold again presided over La Gala where attractive hostesses served countless coffees and delectable ice confection, though I remain doggedly a choc ice man myself. And how good it was to see Stanley van Gelderen, who collapsed at last year's convention, looking his old self again.

## THE NEW YORK SCENE (Continued from page 10)

**THERE'S A YOGI IN YOUR FUTURE:** When the name of Yogi Bear is dropped, some immediately think of the new manager of the New York Yankees; others may think of a comic strip; still others may think of a television show character; and millions of others will think of him as the star of a forthcoming picture by the time Bob Ferguson and his crew up at Columbia are through campaigning for the cartoon feature, "Hey There, It's Yogi Bear."

Across a split bagel and strawberries and bananas and cream, Ferguson was of the opinion that this was one of those films which when sold properly at the right time, can really do well. All age groups will be attracted because of the wide following that the cartoon character enjoys.

To help along, 45 million Kellogg cereal boxes will plug away and with a premium yet. Exhibitors will be able to sell books and records via lobby displays, if they have a mind to, with 50 different manufacturers making suitable items. Radio, tv, National Safety Council plugs via radio and tv, costumed live-size characters on tour, buttons, Motion Picture Association endorsements, recordings, etc., etc., are in order.

So impressed were exhibitors with the efforts on behalf of the summer release that they have voluntarily taken pen in hand and written the company commending the efforts of the promotion staff. All Ferguson asked was that the material, most of which is free, be used, and both exhibitor and distributor will benefit. He also advised exhibitors that if the campaign is not suitable, he and his associates stand ready to change it.

Sol Schwartz, Columbia senior vice-president, sat in as an observer, also because he liked bagels, strawberries, and bananas and cream. As a former circuit head, he was enthused about the campaign.

## 12 MGM Summer Films To Saturate New York

NEW YORK—Metro-Goldwyn-Mayer will saturate the New York-New Jersey metropolitan area this summer with one of the most impressive lineups ever offered. The list includes films in all categories, ranging from the musical extravaganza, "The Unsinkable Molly Brown," to the dramatic "Night of the Iguana."

"The Unsinkable Molly Brown" will be the summer attraction at Radio City Music Hall. "Night of the Iguana" will be seen in New York in August, during a four-week Showcase presentation.

Beginning in June, MGM's Cinerama western spectacular and winner of three Academy Awards, "How the West Was Won," will be shown in 35mm for the first time in New York during a five-week Showcase presentation.

Currently playing in Loew's and other neighborhood houses is Bob Hope's "A Global Affair." Also playing is "Gladiators Seven."

Soon to be coming will be the Elvis Presley musical "Viva Las Vegas," co-starring Ann-Margaret. In June, MGM will offer "Honeymoon Hotel," starring Robert Morse, Robert Goulet, and Nancy Kwan; Albert Finney in the classic murder drama, "Night Must Fall"; and two different westerns, "Advance to the Rear" and "Mail Order Bride."

In July, MGM will be offering "The 7 Faces of Dr. Lao," starring Tony Randall; "Rhino!" and "Golden Arrow."

Each of these productions will be supported by a wide ranging publicity, advertising, and promotion campaign designed to meet the individual requirements of each film and acquaint the public with the wide variety of entertainment MGM has prepared for the summer.

## General Cinema Dividend

BOSTON—The board of directors of General Cinema Corporation (OTC) has declared its 16th consecutive regular 12½ cent quarterly dividend, payable May 29 to shareholders of record on May 15.

The  
finest  
carbons  
ever  
made...



PROJECTOR  
CARBONS



## ALBANY

Don Hallenbeck's Indian Ladder Drive-In, New Salem; Bill Warneken's Del-Sego Drive-In, Ocenonta; and Joe Sherman's recently acquired Aust's Open Air Theatre, South Glens Falls, have adjoining miniature golf courses. . . . Neil Hellman, owner, Hellman; Donald Schine, George Lynch and Seymour Evans, Schine Circuit officials in Gloversville, flew to Los Angeles for a look-see at Warners' "My Fair Lady". . . . Lou Goldstein relit the Skyler and West Rome Drive-Ins. . . . Gene Robb, publisher, Albany Times-Union and The Knickerbocker Press, received congratulations from local industryites on his election as president of the National Newspaper Publishers Association. . . . Effective July 1 New York State conventional theatres and drive-ins selling tobacco products will have to post signs that "The sale of cigarettes, cigars or tobacco products to persons under 18 is prohibited by law." Penalty for violation calls for a fine of \$50.

## ATLANTA

Mrs. Lunda Jorgan, Universal, is retiring to raise a family. . . . Hiram Epps, National Screen Service shipping department, is a patient at Veterans Hospital. . . . Local WOMPIs held a Bingo party for the elderly guests at Highview Haven. . . . Ethel Stamford, formerly with National Screen Service, is now with American International Pictures' accounting department. . . . Albert Weis, general manager, Weis Theatres, Savannah, Ga., is the new owner of the Montgomery Drive-In, Montgomery, Ala. . . . Stewart-Everett Theatres announced the construction of a new 1,000 seat house in Charlotte, N. C., on Independence Boulevard just east of Charlotte Coliseum. The theatre will open in November. . . . Col. Ben Butler, for the past 30 years a MGM sales representative in Alabama, has been appointed manager of the Capri, Montgomery, Ala., by the Moffett Theatre Circuit. . . . MGM exploiter Judson Moses returned from a trip to Miami.

## BOSTON

Davis Film Distributors, Inc., who have acquired "The Magic Fountain," held a luncheon for exhibitors at the Nile restaurant at which the complete campaign for exploitation of the picture was outlined. Mel and Stan Davis, heads of Davis Film, announced that \$500,000 has been budgeted for the advertising campaign for the release. First release of the film will be in New England in late July. . . . Eddie Ruff, president, Edward Ruff Film Associates, independent film distributors in New England, sails May 19 for a Mediterranean cruise; then goes to London where he will renew acquaintance with C. J. Latta, head of Associated British Pathe; Michael Bromhead, British Lion; and Ken Rive, Gala Films, among others.

## BUFFALO

"Several hundred barkers and their wives have already registered for the Variety Clubs International convention," said James J. Hayes, local convention chairman. The big Shuffle Off To Buffalo will be held June 30-July 2. . . . A double testimonial dinner was held in the Buffalo Variety Club the other evening by members of the motion picture industry when exhibitors and distributors joined to pay tribute to Robert L. Friedman, who has been promoted from Buffalo branch

manager of the United Artists company to similar duties in the Philadelphia office. Also to Albert Glaubinger, who managed the local exchange a few years ago, who returns to this area in the role of central division sales manager, and whose territory includes the Buffalo office. Eugene Tunick, who moves from this division to the midwest territory, represented the home office and gave the principal speech. Thomas W. Fenno, chief barker of Tent 7, and Myron Gross, dough guy, served as toastmasters. . . . Carl J. Rindcen, veteran theatre manager with more than 55 years under the Shea Theatres banner, was the subject of an illustrated article in a recent edition of the roto section of the Sunday Courier-Express. Rindcen started work in the Shea organization when he was 15 years old, as a telephone operator in the Shea Court Street theatre. He now has retired but works part time at the downtown YMCA. . . . A Buffalo newspaper published a photo of Joe Garvey, manager, Granada, selling the first ticket to the July 10 premiere of "The Fall of the Roman Empire," to Franklin H. Fitch, president, Buffalo Junior Chamber of Commerce, and Douglas R. Seil, project chairman for the Junior Chamber, sponsor of the premiere.

## CHARLOTTE

A third major North Carolina gubernatorial candidate has expressed opposition to public accommodations features of the civil rights bill and has called for an end to street demonstrations, such as have beset motion picture houses in the past. L. Richardson Preyer, of Greensboro, a former U. S. district court judge, expressed the belief that the demonstrations have served their purpose. At the same time, he said North Carolina "must go out and meet the problems, not sit back and let them overwhelm us. I pledge my administration to keeping peace in our state and order in our streets, through the wise and careful use of the governor's powers," he said. . . . The Windsor, N. C., Junior Chamber of Commerce launched a house to house ticket sale in an effort to save the Palace. The Jaycees have been sponsoring the motion picture house as a community project but are continuing to lose money because of poor attendance. They said this is the final attempt to salvage the operation. . . . The City Council at High Point was presented a petition signed by over 3,000 persons protesting what they termed lewd films being shown at the Pointer Drive-In, and urging that the Council revoke the privilege license held by the theatre. The Council told the petitioners, headed by the Rev. W. S. Teachey, representing the High Point Ministerial Alliance, that it would like to clean up the films being shown at the drive-in but was not sure of its legal grounds. City Attorney Knox Walker ruled that the city could not revoke the drive-in's privilege license without taking action through the courts. He suggested that private citizens bring court action charging that indecent films are being shown at the theatre. The Council said it intended to take all possible legal action against the theatre owners and referred the matter to its Law and Public Safety Committee, selecting five persons from the petitioners to assist the committee.

## CHICAGO

Fred T. Hoffman, 76, a stagehand for 60 years at the old Terminal until he retired last year, died in the Columbus hospital. He is survived by his widow, two sisters, and his son. . . . Lerner Newspapers are making

available to their readers guest tickets to "From Russia With Love." Readers have been asked to list as many of the James Bond books as they can on a postcard. The film is at the Woods. . . . Automatic Canteen Company of America posted record sales and earnings from operations in the first six months ended March 31, Patrick L. O'Malley, president, announced. Sales were \$120,512,412 and net income from operations was \$2,240,737, equal to 33 cents a share. . . . Pan American's annual film festival began with the feature film, "Carmen de la Ronda," in Thorne hall. The festival continued with other films in honor of the 25th anniversary of the Pan American Council of Chicago, co-sponsor of the program with the Spanish Club of Northwestern University. . . . Tenth annual Festival of the Arts of the University of Chicago was highlighted by the appearance of the German film director, Joseph von Sternberg, who presented his film, "The Devil Is A Woman." Approximately 65 films were entered in this year's film contest. . . . National Food Stores bought the property at 2722 N. Milwaukee, razed the aged Harding there, and built a modern supermarket. . . . Sam Goldwyn, Jr., speaking of his current tour of universities which brought him to Northwestern and Chicago, said of college students, "Their knowledge of motion pictures amazes me and their degree of sophistication is unbelievable." Goldwyn's tour began with the Princeton drama department where he held discussions and screened his new film, "The Young Lovers." So far he has been to 20 universities.

## CINCINNATI

Renovation of the 45-year-old RKO Palace into the sleek RKO International '70 began. Major operations include scaling down the seating capacity from 2537 to 1560; installation of a new screen; covering of walls with gold-nutmeg drapes; and a streamlined marquee and sign. House reopens May 27 playing "The Chalk Garden." . . . Cincinnati friends of Peter F. Rosian, who was honored at a testimonial dinner in Cleveland for his 25 years of service as regional sales manager, included Bill Onie, exhibitor; William Blum, former Universal manager and now Shubert manager; Jack Haynes, Cincinnati Theatres general manager; Roy White, president, Mid-States Theatres; Joe Alexander, RKO district manager; Ben Cohen, president, Holiday Amusement Co.; and Al Kolkmeier, Universal branch manager. Rosian was a former branch manager here before becoming district manager and later regional sales manager. . . . Bob Cooper, formerly with Universal, is new AI booker. . . . TOC is booking and buying for Mullins Drive-In, Herdon, W. Va., owned by Ben Hartley, operator, Wyoming, Mullins, W. Va. . . . The "Island of the Blue Dolphins" sneak preview at Keiths recently was delightfully received by hundreds of young guests. . . . Eddie Hubbel, MGM publicist, was in to start promotions for "The Unsinkable Molly Brown," scheduled for mid-June at the Grand.

## COLUMBUS, O.

Robert McKinley, former assistant manager, Loew's Ohio, has been named acting manager, Loew's Poli, Springfield, Mass. . . . Manager Bernard Ginley, downtown Southern, is redecorating and refurbishing the subsequent-run house. New seat backs, redecorated lobby, candy stand remodeling, and addition of a second drink machine are on the schedule. . . . Twentieth Century-Fox is reported negotiating for film rights to the new novel, "Gentlemen of the Press," written by

R. Dean Jauchius, administrative assistant to Gov. James A. Rhodes of Ohio. . . . Thomas A. Scott, owner, Scott, Archbold, is the newest member of the Independent Theatre Owners of Ohio, reported Ken Prickett, ITOO executive secretary. . . . Annual Columbus Press Club Gridiron Show was held at the Southern through courtesy of manager Bernard Ginley. . . . Manager Ed McGlone, RKO Palace, entered Will Rogers Hospital for a checkup. . . . Henry N. Ehrlich, publicity representative for Paramount Pictures, was in town in advance of the opening of "The Fall of the Roman Empire," scheduled for early summer at Hunt's Cinestage.

## DALLAS

Herbert Hunt and Paul Stephens, local real estate developers, announced that a new indoor motion picture theatre, to be known as the Westwood and operated by Interstate Circuit, Inc., will be built in the Westwood Shopping Center. When completed, this will be the 11th in the Dallas County area operated by Interstate, headquartered in Dallas, and will be the first added to the circuit since 1949 when the Forest was opened. The theatre is estimated to cost about \$350,000. It will have an exterior built of antique brick, continental type seating with a capacity of 1,000, with equipment to include latest in wide screen projection techniques. . . . Paul H. Lyday, Disney West Coast studios, and Robert Dorfman, New York office of Disney, were here for preliminary talks with officials of the Interstate Circuit, Inc., in promotion plans for "Mary Poppins," which is slated to open at the Esquire on Oct. 22 for one of 15 national engagements. . . . Joe Jackson, chief barker, Dallas Variety Club, honored all living past chief barkers at the annual spring ball at Holiday Central Inn. Also honored were chief barkers of other tents now residing here. . . . Elsie Parish has been elected president of the Dallas chapter of Women of the Motion Picture Industry. She is with Rowley United Theatres. Other officers include Juanita White, first vice-president, Index Booking Service; Ora Dell Lorenz, Metro-Goldwyn-Mayer, second vice-president; Linda Peterson, Paramount, recording secretary; Marie Russey, 20th-Fox, corresponding secretary; Betty Owens, Interstate Circuit, Inc., treasurer; and Rosemary White, Estelle Redd, and Laverne Gordon, directors. Thelma Jo Bailey was selected as WOMPI of the Year.

## DENVER

Winning contestants of the State Spelling Bee were presented with a plaque and the spellers and their families entertained at a showing of "How the West Was Won," by Manager Norman Neilson of the Cooper Cinema theatre, where the film is in its 59th week. . . . Downtown retail store and downtown theatres cooperated in a promotion to lure trade back to the center of town called Dynamic Downtown Denver Week and it proved highly successful. One of the lures was a free trip to the New York World's Fair. . . . Rocky Mountain News had a lot of entries in its recent Academy Awards Contest, which was conducted in cooperation with most Denver theatres. . . . The Flame, Deadwood, S. D., has a new manager, Roger Sargent. . . . Our sympathy to Jack Fleming, Atlas Theatres general manager, whose father passed away. . . . Janice Jean Schmitt, daughter of Mr. and Mrs. Dorrance Schmitt, of the Trail, Bridgeport, Nebr., was married to Lt. Duanne Bright and the couple is residing in Bellevue, Nebr. . . . Management of

the Paonia Drive-In is being handled by Robert John Musgrave during the illness of Tom Pauleo. . . . Marietta Garramone, 76, mother of Mrs. C. Lloyd, American International, died recently. . . . Starlite Drive-In, Sterling, Colo. and the Valley Drive-In, Ft. Morgan, Colo. were severely damaged by gale-like winds. . . . Sam Dare, manager of Columbia branch here, was in Chicago recently for a sales meeting. . . . Another in the series of well organized safaris to take the story of Motion Pictures into the grass roots territory will see a number of prominent film men and exhibitors meeting in Casper, Wyo. Among those making the trip are: Bruce Marshall, Columbia, Bill Peregrin, Paramount, Mark Sheridan, 20th Century, Joe Kaitz, Warner Brothers, George Fisher, M.G.M. Chick Lloyd, American International and John Dobson, United Artists. Exhibitors planning to attend are Dick O'Rear, Doug Lightner and M. B. Smith, of Commonwealth.

## HOUSTON

Marlene Dietrich is scheduled to return to Texas this fall in a charity show to be staged here in September. . . . James C. Richdale, Jr., vice-president and general manager of KHOU-TV, has announced the purchase of 315 feature films from Columbia Pictures. The package, said to be one of television's largest, represents an investment of almost half a million dollars. The movies, all post-1948 films, include "The Caine Mutiny" and "On the Waterfront," and will be scheduled for showing in the fall. . . . The west screen of the King Center Drive-In presented seven hours of combat action in four war films. . . . Alvin Guggenheim, manager, Yale, is admitting children under 12 free of charge to the current double bill of "State Fair" and "4 For Texas." . . . Former stripper Candy Barr may have her life story made into a movie. Sid Balkin, local publicist, said he has the rights to the life story and is negotiating with several producers to film it. Balkin, who flew to Salt Lake City to do exploitation work on Columbia's "Yogi Bear," said he would move to the West Coast in July to establish a production company to be called Silver Eagle Productions. He has also acquired rights to "Road to Huertgen," "Wake of a Lawyer," and "Didja Hear What Happened to Dodie? She Married a Movie Star." . . . The 2,400 seat Metropolitan will present the closed circuit telecast of the Indianapolis 500 on May 30. Doors will open at 8:30 a.m. with seats unreserved. . . . There were 107,500 entries in the Oscar Contest conducted here by the Houston Chronicle in conjunction with local theatre circuit. There were 54 winners, with the top prize a Tempest sports coupe.

## JACKSONVILLE

Kitty Dowell, veteran member of the MGM branch office staff, has been elected president of the local WOMPI group for the coming year. Mary Hart, Florida State Theatres, former WOMPI president, has been named as the group's first vice-president, and Mildred Land, United Artists, is second vice-president. Other officers are Shirley Gordon, Warner Bros., corresponding secretary; Anne Dillon, FST, also a former WOMPI president, recording secretary; and Edwina Ray, FST, treasurer. . . . Elliott Roosevelt, second son of the late President Franklin Delano Roosevelt, was keynote speaker at dedication ceremonies for the first southeastern park and

playground to be established for the exclusive use of handicapped children. The park and playground program was initiated here by the local Motion Picture Charity Club, composed mainly of film exhibitors and distributors from all sections of Florida. The MPCC has won firm support from the Duval County (Jacksonville) Commission which donated 10 acres of some of the finest suburban property in the county for the park and playground. Other speakers at the dedication were Harvey Garland, head of the MPCC's Children's Foundation; Tom Sawyer, MPCC president; and Bob Harris, member of MPCC, who is also a member of the county commission. Diane Pierpont, physical education graduate of the University of Florida, was introduced as director of the new park and playground. She was formerly on the staff of Camp Challenge, an outdoor project of the Florida Society for Crippled Children and Adults. The new facility represents an initial investment by the MPCC and the county of \$75,000. The entire area is fenced and contains a recreation building (auditorium, offices, dining area, kitchen, and sanitary facilities), specially designed playground equipment, a fishing pond stocked by the State Conservation Department, and a parking lot. In addition to the dedication services held on May 1, scores of handicapped children from the DuPont Orthopedic and Pinecastle schools were guests of the MPCC at a picnic lunch and a sampling of the playground equipment.

## NEW HAVEN-HARTFORD

Peter G. Perakos, Jr., office manager, Perakos Theatre Associates, New Britain-based hard-top and drive-in circuit, has been elected to the New Britain Board of Tax Review. He previously served as the Hardware City's comptroller, a post he personally requested be abolished. . . . Sherburn Hutchinson, formerly in the drive-in field in the Chicago region, has joined Perakos as manager of the Southington Drive-In. Peter Flynn, who had been supervising both Southington and Plainville, will now concentrate on Plainville. . . . Stanley Warner intends to close out its operations at the Palace, Norwich, by mid-June. Film Row sources say that veteran exhibitor Edward L. Lord will take over the theatre if satisfactory lease arrangements can be worked out with building owners, Palace Theatre Corporation. S W spokesmen reported that parking lack had worked a hardship in recent years. . . . Paramount branch manager Henry L. Germaine booked Connecticut premiere of Joseph E. Levine's "The Carpetbaggers" for July 22 at four New Haven theatres, the Bowl and New Haven Drive-Ins and Westville and Whitney hard-tops, day-and-date. Engagement will be advertised as "First Run Premiere Showcase." . . . Industry veteran A. Leo Ricci has leased his Capitol, Meriden, for 10 years to Connecticut Amusement Company, which lists Wilbur Snaper, New York, as president, and Irving Dollinger, New York, as treasurer. A. Charles Tolis, Tolis Theatres, will supervise the Capitol in addition to the Tolis Meriden in the future. Snaper-Dollinger also operate

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Triangle Booking Service. Ricci will now concentrate on other business interests

## NEW ORLEANS

George S. Owen, Opp, Ala., veteran exhibitor, owner of indoor theatres and drive-ins, has reduced his theatre business to the operation of the Royal, his only downtown showcase. He has sold the Dixieland Drive-In, near Opp, to McLendon Theatres, and will soon dismantle the Midway and Opp under-skyers, also located within the Opp area. These will be razed and the real estate sold. The Royal will soon be redecorated and renovated. . . . Robert Thompson reopened the Rex, Brookhaven, Miss., dark several months. . . . The local WOMPI have lost a member and Motion Picture Advertising Service Company an employe with the departure of Mrs. Betty Ogden, who has gone to live with her sister in Los Angeles, Cal. . . . WOMPI president Mrs. Marie C. Berglund reported that the recent rummage sale was a huge success. . . . Sympathy to Ruth Buchmann, secretary to MGM manager H. A. Arata, upon the death of her mother. . . . The Coca Cola Company officially opened a new \$3.3 million syrup plant at 5300 Jefferson Highway to serve a seven state area. . . . Blevins Popcorn Company has taken possession of new quarters at 1529 St. Thomas Street. . . . Edgar Rosseau, Jr., reopened the Joy, Gramercy, La., which was dark a short time. . . . Don Dieterich has resumed full time operation at the Amite, La., Drive-In. . . . Charles Waterall, Sr., owner-manager, Area Drive-In, Grovehill, Ala., and the indoor Chatom, Ala., theatre, suffered hip and arm injuries in a fall at the drive-in. . . . Mr. and Mrs. J. George Zibilich celebrated their golden wedding anniversary at a party at the Broadwater Beach Hotel, Biloxi, Miss. Now retired, Zibilich, and his wife spent their honeymoon in Biloxi 50 years ago.

## PHILADELPHIA

Columbia is holding a screening and promotion seminar on "Hey There, It's Yogi Bear" at the Vine Street Screening Room today (May 13), followed by a luncheon at the

RDA Club. . . . Variety Club Tent 13's Old Newsboys Day will be June 19th. Ralph W. Pries is coordinator. . . . Stanley Warner will hold the closed circuit telecast of the Indianapolis '500' classic on May 30 at the 69th Street, Upper Darby, Pa., and the Stanley, Camden, N. J. Seats are unreserved at \$4. each. . . . Ed Heiber, American International Pictures' eastern division sales manager, visited Cleveland and Cincinnati. . . . Charles Beilan, Boxoffice Attractions branch manager, has secured 50 playdates in the area starting June 17 on the combination program of "Duel Of The Champions" and "The Avenger."

## PROVIDENCE, R.I.

William J. Trambukis, Loew's State manager, has been named northern division manager of Loew's 14 theatres in Connecticut, Rhode Island, Massachusetts and upstate New York. His headquarters will be in the local house. . . . G. Fred Aiken, manager, Art Cinema, was stricken with a series of three heart attacks and rushed by ambulance to St. Joseph's Hospital. He is now recuperating at home. . . . The Board of Police Censorship recently denied a license for the presentation here of Jayne Mansfield's "Promises, Promises."

## PORTLAND

No plans are in evidence here to bring in The Beatles, now scheduled for an Aug. 21 date at the 18,000 seat Seattle Coliseum. Bookers apparently want no part of the guarantee. . . . Murray Lafayette, United Artists, was in town from San Francisco to work on "The Pink Panther" and "From Russia With Love," May and June fare here. . . . Don Zavin, young producer-director, has tentative approval to erect a tent theatre in the south urban renewal area for the summer months. The theatre, Tivoli Gardens, will be on a 100 by 140-foot area, with live entertainment five evenings and three afternoons weekly until Labor Day. . . . Voters here go to the polls May 15 to vote on a \$23 million plastic-domed stadium for Delta Park near the Columbia River and for the rebuilding of the Auditorium, 50-year-old civic operation here.

## SAN ANTONIO

Hollywood film stars Lloyd Nolan and Victor Jory were here to attend an Air Force reunion and air show at Randolph Air Force Base. While here, they made a number of personal appearances at other air bases. . . . Lynn Krueger, manager, Majestic, downtown Interstate flagship, reports that two special showings were to be staged for the youngsters who make up the School Safety Patrol. Sponsored by the San Antonio Police Department and the Kiwanis Club, awards are presented to the boys and girls, and they are treated to a feature movie and a program of cartoons. . . . Ivan Tors, producer and director of MGM's "Rhino," is scheduled to be a visitor here on a promotion tour in behalf of the film which will open at the Laurel late this month. With Tors will be Ian Player, chief game warden of the Umfolozi Game Reserve in Zululand, where the picture was filmed. . . . Richard Vaughn, manager, downtown Texas, operated by Cinema Arts Theatres, staged another free Pepsi-Cola show on a Saturday morning with admission six Pepsi bottle caps. There were color cartoons, plus Elvis Presley in "Flaming Star." There were a number of door prizes offered the youngsters.

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# PHYSICAL THEATRE

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# EXTRA PROFITS

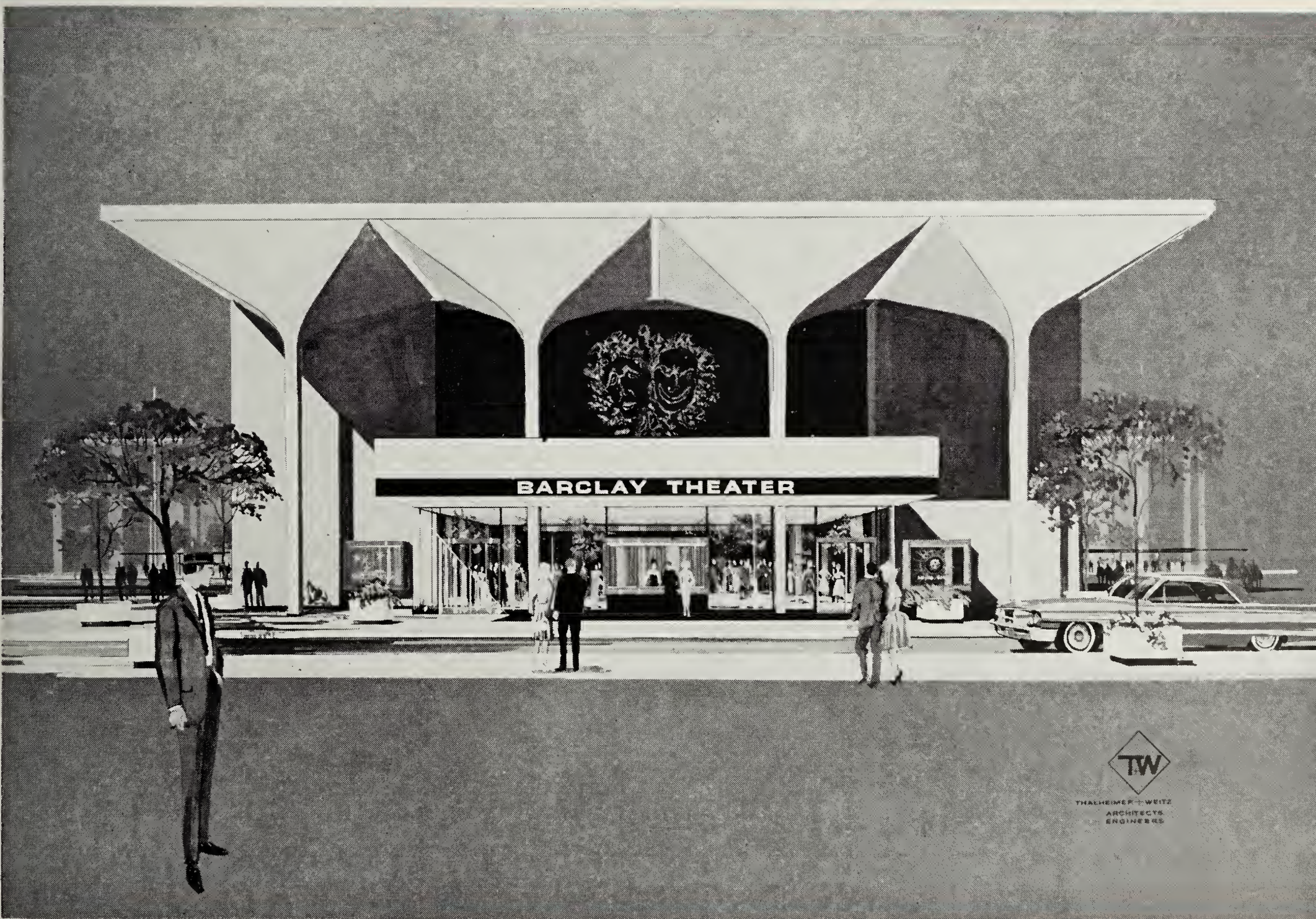
## In This Issue:

Promoting The Playground  
Page PE-5

Big Months For Drinks  
Page PE-8

New Barclay Theatre  
Page PE-14

New Products  
Page PE-16



**TW**  
THALHEIMER-WEITZ  
ARCHITECTS  
ENGINEERS

**COVER PHOTO** • First building of complex on Philadelphia's City Line Avenue will be a new 2,000 seat William Goldman Theatre, to be called the Barclay. Complete story on Page PE-14.

**Volume 19**

**Number 5**

**May 13, 1964**

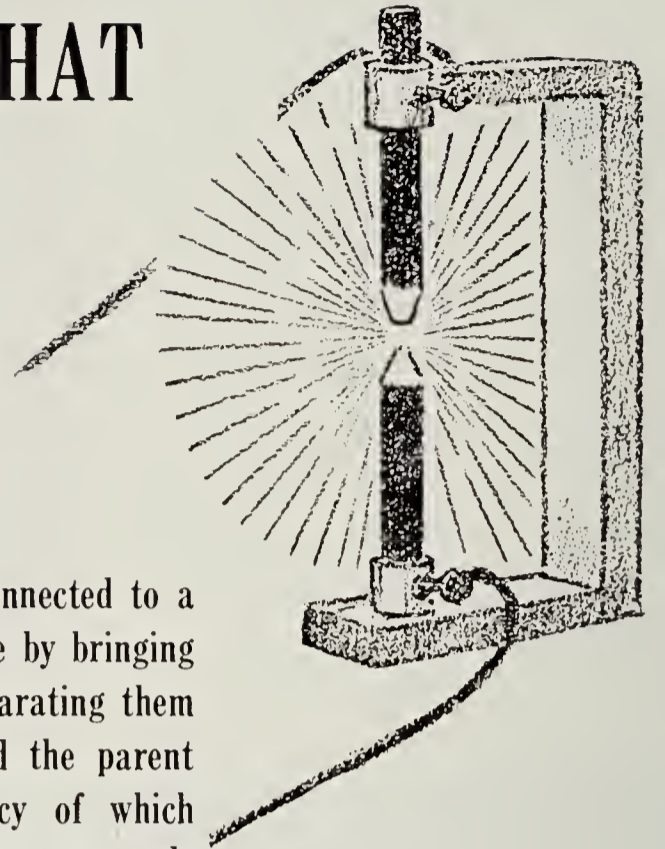
*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*



# WE WONDER WHAT

Sir Humphrey Davy

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But just as the Wright brothers' first plane has been replaced by today's jets, so too have most previous projection arcs been outdated by Strong's Futura. It provides that extra measure of light for today's big drive-in and indoor screens—the greatest amount of light ever delivered per carbon dollar.

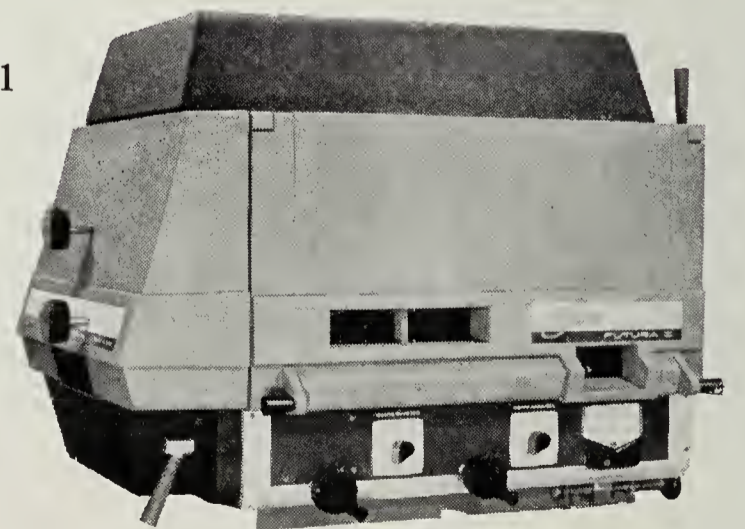
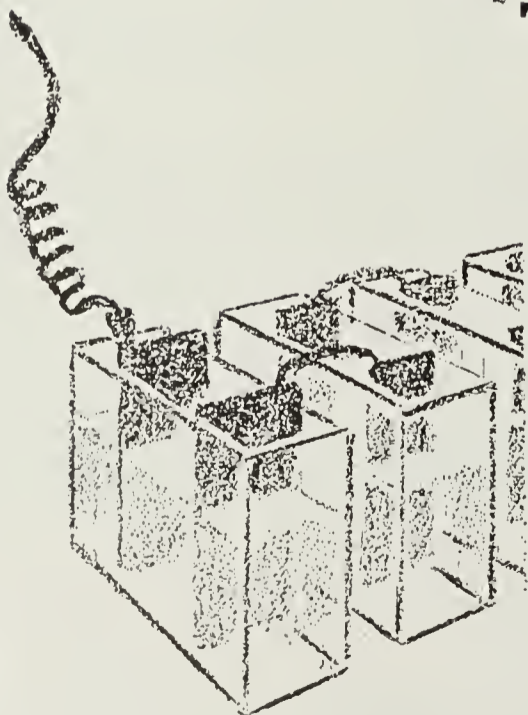
The Futura costs less to buy and less to use with all 35mm and 70mm projectors, and any Strong dealer can prove it.

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## Editorial

### Bankers Optimistic

ONE of the healthiest signs indicating a rosy future for American exhibition is the current willingness of financiers to underwrite new theatre construction. As one industry sales executive put it, there's probably not a single suburban shopping center situation going that isn't making money.

In many ways, the success of the suburban theatres constructed in the last five or 10 years is the first chapter of a new story being written daily by the entire film industry.

The break between the old and the new is nowhere more apparent than in the physical and operational differences separating the older downtown first-runs and neighborhood subsequent runs, and the new suburban theatres.

Location alone yields up advantages to the suburban theatres in parking facilities, proximity to movie-patronizing population areas, and the draw of shopping at the stay-open-late mall shops and department stores located in every shopping center.

Downtown, on the other hand, has to cope with expensive off-street parking, traffic congestion, and restricted evening hours for both retail and department stores. For these, and other reasons, the center theatre is now in a strong enough position, in some situations, to effectively compete for first-run product with downtown. In many cases, downtown exhibitors find themselves playing day and date with suburban situations, or by-passed via a "showcase" break.

While booking matters are normally out of the realm of concern in this department, PHYSICAL THEATRE can hardly ignore trends with such obvious consequences. One sure result of the above will be the continued preference towards location of new theatre sites in the suburban shopping center. Just how many more center theatres will go up before saturation is achieved is open to question. We would estimate that approximately 1,000 of the larger shopping center theatres now contain motion picture theatres. Authoritative sources indicate that there will be some 10,000 large centers firmly established within a few years. With more than 7,000 regional centers now in operation, the number of prospective sites for new theatres has not yet begun to be tapped.

For many an American exhibitor, the opportunity will present itself for going into one of these new ventures. We can all be confident that, in the long run, the exhibitors investing in these new theatres are providing a basis for future growth in other industry areas.

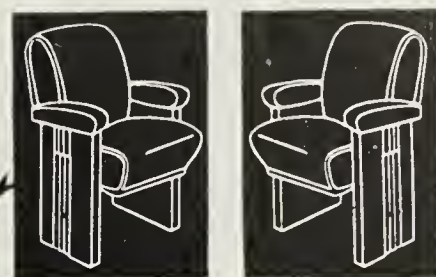
With the large scale urban renewal programs in our major cities, an accompanying resurgence in downtown situations will, no doubt, be felt. As has been the case, the neighborhood subsequent run and marginal small town situations will be hard pressed to make a go of it. In the cities, many of the older neighborhood situations have found that specialized policies can save the day. Converted to smaller art theatres, some 500 and 800 seat houses have made astonishing comebacks, though well off the beaten track. For the exhibitors who have simply been trying "to stay alive," these success stories should be heartening.

And, as we said, when they're offering money to build new theatres, business can't be all that bad.

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Al deProspero, editor

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# Perhaps one reason why drive-in theatre attendance isn't better, is the fact that home TV screens have brighter pictures than drive-ins!

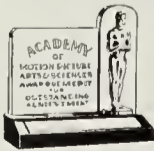
Can you imagine how much more enjoyable drive-in movies would be if the image on the screen had real impact and brilliancy? How can this be done? Simply by using 70mm projection. The image on 35mm film has to be magnified about two million times to fill a typical 100 foot drive-in screen. Using 70mm film, magnification is only about ¼th as much while the larger aperture allows approximately 4 times more light to pass. Result is a picture that's tremendously brighter and sharper.

With attractions such as "Lawrence of Arabia" in general release to drive-ins in 70mm, and with producers now using new methods of "printing-up" from 35mm to 70mm... the future of outdoor projection is literally much brighter. And don't forget, today's advanced Norelco model AII Universal 70/35 projector is not only the world's finest 70mm projector—but in less than 4 minutes it converts to the most modern, rugged and trouble-free 35mm mechanism.

For today and tomorrow, Norelco 70/35 is your wisest investment.

The 1962 Academy of Motion Picture Arts and Sciences presented this award for outstanding achievement to the North American Philips Company for the design and engineering of the Norelco Universal 70/35mm motion picture projector.

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# PLAYGROUND PROMOTION

Skilled showmen will find the Drive-In playground a natural for a variety of promotional efforts. Check our sample campaign for a season-long promotion!



■ With the height of the drive-in season approaching, owners of outdoor theatres should already have attended to pre-season playground equipment maintenance. We cannot emphasize too strongly, the importance of regular inspection and repair of this equipment, since the risk of injuries is compounded by dangerous play apparatus.

The smart theatre owner will have re-finished wood and metal surfaces affected by the elements, inspected for structural weakness and damage, and reviewed his playground insurance for possible revisions.

Mechanized equipment requires special attention in both upkeep and operation, and it should be treated with due respect. Safety should be the uppermost consideration in staff training and playground rules, which should be boldly lettered on a large sign and placed at the entrance for all to see.

The theatre operator who runs his operation with care and has made the initial investment for a well-equipped playground should enjoy the benefits of increased family patronage, spurred by the kiddies who are too young to get involved in more adult film fare and really think of the drive-in as a place to indulge in their two favorite activities—play and downing ice cream, soda, candy, hot dogs, etc., etc., etc.

Strangely enough, with the kiddies' playground standing as one of the most effective draws for family trade, we discovered that playground promotion at the outdoor theatre was nearly non-existent. A canvas done by Physical Theatre within the past two years of drive-in newspaper lineage showed few D-I's mentioning this attractive extra in their spring and summer copy. After carrying a story on playground operation mentioning this, we noticed that the practice caught on and was picked up by every theatre on amusement pages where one operator decided to call his playground to the public's attention.

As we said, any businessman who can

make a sizeable investment such as the one required for playground apparatus, and then neglect exploiting his investment to the hilt, is kidding himself. No one else but the D-I operator is going to promote this added attraction for him.

To illustrate the laxity in attending to such important details, we have often discovered copy advertising electric, in-car-heaters being carried by owners who had simply failed to make a summer copy change, even though the temperature at night was in the warm 'Seventies.

But, just as many outdoor situations fail to exploit their concession operations, playground promotion is left to a few go-getters. Actually, the D-I's play area can be readily promoted by any of the common advertising media. This includes handbills, boxoffice signs and displays, newspaper copy, trailers on the theatre screen, and other a host of other approaches.

With spring and summer weather pushing back opening times, now is the time to begin planning a session-long promotion of your playground, that is, if you are interested in building that first-show family trade.

Skilled showmen will find the playground a "natural" for a wide variety of promotional treatments. On a medium-by-medium basis, an outline for a seasonal promotion effort

carrying through the summer months might be sketched as follows:

**NEWSPAPERS**—Add a standing line to your normal copy which might read "Free Playground For Kiddies," or "Come Early For Playground Fun." On weekends, kick off your film advertising with a small copy block on the concession stand and playground area, emphasizing the "Food and Fun" angle. If you have mechanized rides, you might arrange an outing for orphaned youngsters or a Cub or Brownie troop and set up editorial coverage with your local paper under the "Kids Enjoy Miniature Amusement Park" angle.

**RADIO**—Add copy such as "Come Early and Bring the Kids! There's before the show fun galore at our completely equipped playground." (**Background sounds of carnival music, squelling kids can add a touch of audio appeal**). Plan pre-show contests such as sack races and chinning contests with concessions prizes of free ice cream or pizza for the winners.

**ROAD SIGNS**—Roadside marquees could carry a line promoting the playground. Added signs on the highway approach to entrance and on the inside lanes leading to the box-office could bally both concessions articles and the "Fully-Equipped Playground—FREE!" A neon, or spectacular, could be made up at reasonable cost showing swings or merry-go-round. Mobile rides such as miniature trains could be draped with a banner and parked along the fence during off hours to call the playground to the attention of passing motorists. (**Copy should all stress fun for the kids and free policy—if used.**)

**MOBILES**—Rides, as miniature trains can be driven (if license or permission is obtainable) to areas where kids congregate, such as past the schools during spring recess periods. A long banner with the theatre name and a plug for the playground as an added plus

(Continued on page PE-14)

## PHYSICAL THEATRE

Vol. 19, No. 5

May 13 1964



# New Projector Is Biggest Yet

Century Projector Corporation has developed a new 70mm—10 hole pull down projector called the "Spacearium Projector." Designed and manufactured by Century, it is probably the most unique projector ever used for the public exhibition of motion pictures. The development of this projector was made for Cinerama Inc. and is used in the Cinerama-KLM Royal Dutch Airlines Exhibit at the New York World's Fair.

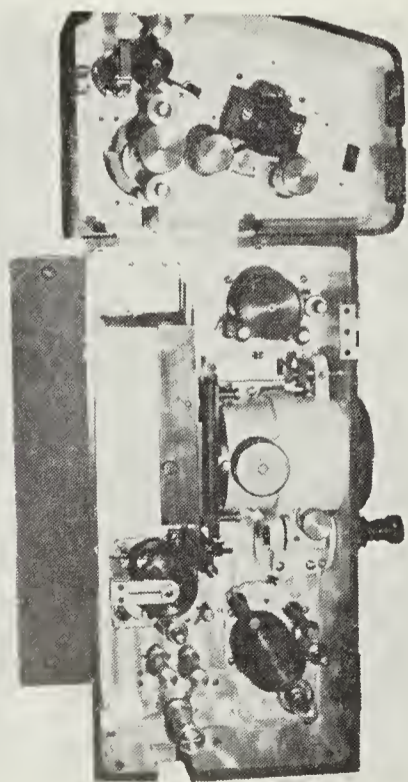
This is undoubtedly the largest motion picture projector ever built. It uses 70mm film with a 10 perforation frame (1.870") (twice normal size). The film speed is therefore twice normal of 225 feet per minute at 24 frames. As used at the World's Fair it is projecting 18 frames per second or a film speed of 168.75 feet per minute.

The projector is complete with a 6 channel magnetic sound reproducer employing the already proven Hydraulic Flutter suppressor as modified from a Century standard 70mm sound reproducer. A 6 channel Ampex magnetic pick-up head is used.

The film sprockets, including the intermittent sprocket are double the size of standard 70mm sprockets. It is interesting to note that the webbed back starwheel is the same as is used in the standard 70-35mm projectors.

The new Century direct drive is used with a poly "V" belt from the 1/4 H.P. motor to the main drive shaft which rotates at 1440 RPM in synchronism with the double rear shutters (another Century exclusive development).

The water cooled film trap as well as the film gate are of special design to handle the larger (circular) aperture plate. A unique



feature added to the intermittent movement is a film stabilizer operating independently but in conjunction with the "fixed" film trap and gate shoes.

At this high film speed and greatly enlarged film loops, special mechanical film loop sta-

bilizers are employed thereby "eliminating" excessive film loop noise.

The gear train has been, in general, patterned after the design of the Century 70-35mm projector. Changes in the gear train have been made where necessary to accommodate the larger sprockets and higher film speeds.

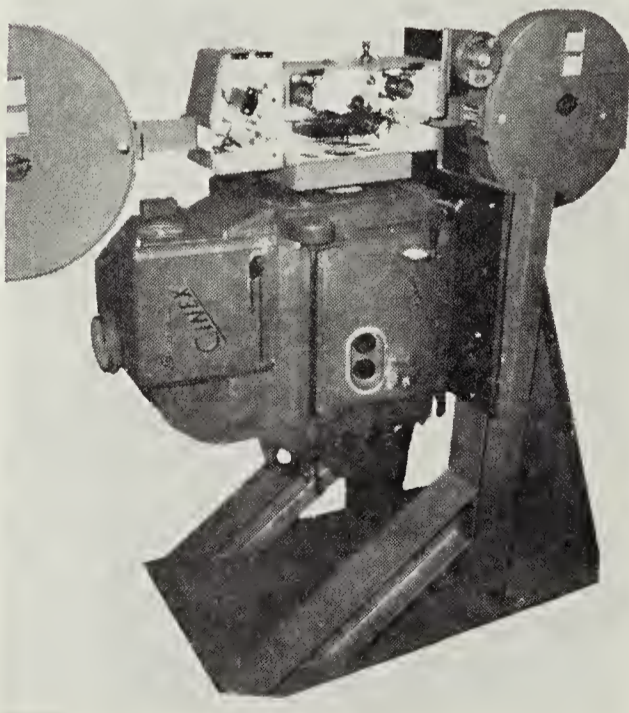
The higher film speeds (feet per minute) require a special motor driven take-up. This take-up is essentially the same as is used on the Century Standard 70mm projectors except that it is separately motor driven. The take-up motor can be turned on prior to starting the projector thereby keeping the film loops constantly under tension. This prevents film breakage.

A special Ashcraft Super Cinex Arc Lamp is used with the Spacearium Projector. Because of the closely controlled air flow and arc stabilization, the operation of the carbons in a vertical position is entirely satisfactory. Special precautions are taken to collect the copper drippings and prevent them from falling on the Bausch & Lomb Balcold Reflectors.

The projectors as used at the World's Fair are mounted to project vertically with a special lens supplied by Cinerama. This lens projects a 360 degree picture onto a complete hemisphere. (The included angle from one side of the picture to the other is 160°.)

Obviously the screen is in the form of an overhead dome giving a complete 360° viewing angle. If the projector were to be used in a horizontal position a complete visual angle of 160° horizontally and vertically is possible.

Century said it believes that this new pro-



jector marks another milestone in motion picture history, and adds another first to their long list of contributions to motion picture engineering advancements.

(This new projector is available on special orders only.)

## DeLuxe Macon Drive-In

MACON, GA.—Albert Weis, president of Weis Theatres of Savannah and Macon, Georgia, announced that construction has begun here on a new drive-in theatre with a capacity of 850 cars and room for expansion to accommodate up to 1200 vehicles.

The most unique feature of this new drive-in will be that, for the first time, a special device will be attached to each car's speaker emitting heat or air conditioning, depending upon the season.

"People love to go to drive-ins but their primary complaints center around the cold in the winter and the heat and bugs in the summer," stated Weis, who last December rebuilt the Bibb Theatre, Macon's first new theatre in 35 years.

"At the new Weis Drive-In, we will be able to serve Maconites year-round," Weis said.

Other features include a 65 ft. CinemaScope screen, a contemporary entrance, and a concession stand which will be a floating pavilion designed by architect, William Finch.

All motion pictures shown at the Weis Drive-In will be first-run.

Chris R. Sheridan, Macon, is the contractor for the D-I. Architects are the Atlanta firm of Finch, Alexander, Barnes, Rothchild, and Paschal, the same combination that collaborated on the new Bibb Theatre.

Weis pointed out that the room for expansion to 1200 cars is indicative of the confidence his company has in the growth potential of the Macon area.

A gala opening of the Weis Drive-In Theatre is planned about July 4th.

## Drive-In Topping

PITTSBURGH, PA.—Alternate layers or applications of blast furnace slag treated with bituminous material, either tar or asphalt, make an ideal all-weather surface for outdoor parking lots and driveways for drive-in theatres. According to United States Steel Corp.

The company's slag products representatives point out that these layered parking areas can be built quickly and inexpensively on any suitable base, often for only a fraction of what it would cost to use many other types of paving materials. Moreover, the treated slag surface is "carpet smooth," easy to maintain, and provides excellent tire traction.

A case in point is the new parking area recently built at the Geneva Drive-In Theater, Orem, Utah. To provide a smooth traffic surface for outdoor moviegoers, more than 800 tons of blue-gray blast furnace slag from U. S. Steel's nearby Geneva Works were hauled to the site.

Two layers of the uniformly crushed slag—one coarse, one fine—were easily spread over alternating coats of a light grade asphalt. After rolling, the surface was ready for immediate use. U. S. Steel says the continuous traffic use will actually improve the surface and is needed to help keep the "pavement" alive and to maintain an increasingly tight seal.

According to the contractor, Sero Amusement Co., of Los Angeles, the entire area was so surfaced for about one-third of what it would have cost to use some of the other types of paving materials. A principal reason is that crushed blast furnace slag is much lighter in weight than most aggregate materials and thus covers more ground area per ton of aggregate.

## why we picked this promotion above all the others



"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

A Representative for Coca-Cola picked the promotion for a man who added pizza to his menu. His counseling on customized promotions is part of a program called, "Custom Merchandising." A program that also includes counseling on advertising, equipment, personnel training, ticketing, and so on.

Our representatives have an average of 12 years'

merchandising experience with The Coca-Cola Company. They represent the *only* soft drink manufacturer that takes the time to extensively train its own national fountain merchandising field force.

So when it comes to promotions (or any other phase of "Custom Merchandising"), consult your Representative for Coca-Cola. He's the expert.

things go  
better  
with  
**Coke**  
TRADE-MARK ®

# EXTRA PROFITS

Al deProspero, editor

May 13, 1964

## Big Months For Drinks

**W**HEN weather turns warm and sultry, it's time to start thinking of over-the-counter and vending sales of drinks. With the American thoroughly pre-sold on the cold drink, theatremen might think that all they have to do is wait for the mercury to soar and rake in the profits. Unfortunately, that's only partially true.

It is true that a thirsty customer in a snack bar or theatre lounge need only see a frosty dispenser or rows of ice-filled cups of cola, root beer, or fruit drinks to get the idea, but the real success story of drink merchandising is a bit more complex and involves such things as careful quality control and highly skilled sales and advertising efforts.

Since no other item in the theatre line—either indoor or outdoor, requires so little promotion and merchandising as the soft drink—it is often the one paid least attention by the operator.

There are many ways a theatreman can go beyond the take-what-comes philosophy in concession merchandising, even with drinks. Beginning with the product served to the customer, he can effectively look into preparation, dispensing, temperature, and quality control on the point-of-sale level—with real results.

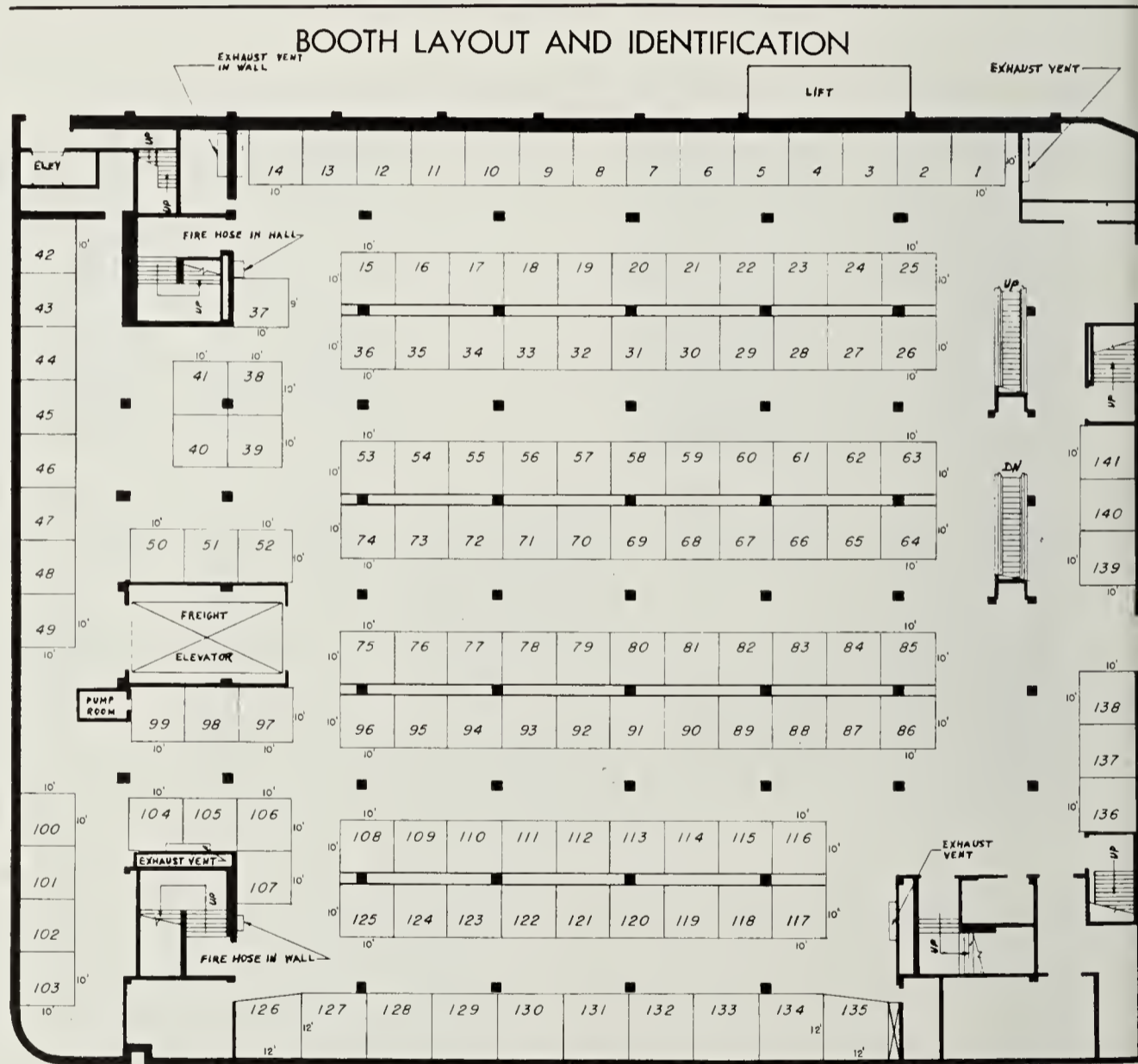
Many improvements have been made in preparing the drink, both in the vending and over-the-counter type sale. In the drive-in, new equipments have made possible the fast, mass preparation of drinks in a variety of ways. Ice filling, capping, and syrup dispensing for hand prepared drinks can be done with greater efficiency, thanks to these new devices. High speed dispensers that prepare ice-filled drinks automatically are also available. Characteristically, though, drinks are easy to prepare, and following the simple rules outlined by syrup manufacturers will insure a drink of consistently high quality.

Display remains one of the most effective means of merchandising the cold drink—basically a strong impulse item. In the drive-in, pacing the preparation of drinks so that the supply on the lines has the proper ice content and is chill enough is half the trick.

One of the best features of drinks is that they lend themselves extremely well to tie-in sales. Be it popcorn or hot dogs, hamburgers or pizza, a drink is a natural go-with. In this area, the soft drink companies have created more than adequate point-of-purchase sales

(Continued on page PE-14)

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.



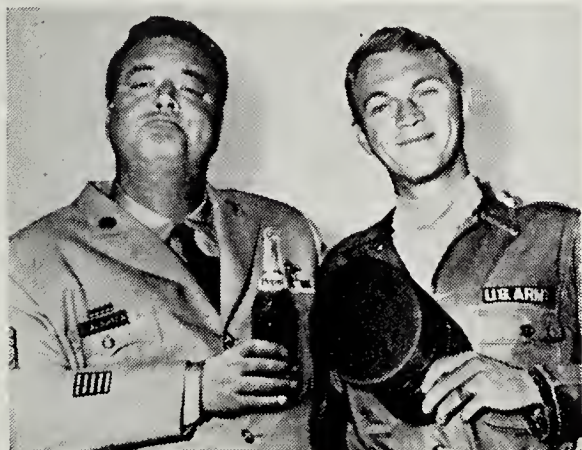
### WEST HALL - LOWER LEVEL CONRAD HILTON HOTEL CHICAGO, ILLINOIS SEPTEMBER 28 - OCTOBER 1, 1964

DIAGRAM shows booth layout at 1964 Motion Picture and Concessions Industries exhibit. The Trade Show, co-sponsored by the National Association of Concessionaires and Theatre Owners of America, will be held Sept. 28—Oct. 1 at the Conrad Hilton Hotel, Chicago, running concurrently with the national conventions of both organizations. Booths will feature products and merchandise displays by a variety of firms representing concession and theatre equipment, candy and confectionery products, syrup and beverage dispensing, specialty food distributors, popcorn machines and manufacturers of food-candy beverage and cigarette vending equipment.

# Pepsi promotes to bring you crowds

Excitement pulls in customers. And Pepsi-Cola knows how to *create* excitement: whether through spot radio commercials plugging local theatres, through film trailers that send audiences streaming out to your concession stand, or with special and exciting promotions that drum up local interest. Sound out your Pepsi-Cola Bottler about the best way to generate more excitement, traffic and profits in your movie house.

"PEPSI-COLA" AND "PEPSI" ARE TRADEMARKS OF PEPSI-COLA COMPANY, REG. U.S. PAT. OFF. © 1964, PEPSI-COLA COMPANY



Pepsi Bottlers helped promote "Soldier in the Rain," exhibitors got extra traffic.



"Pepsi 'n Popcorn Twins" promotion really stirred up local excitement!



Hollywood titled a picture after Pepsi's theme: "For Those Who Think Young." It's like getting a whole feature-length commercial aimed at the young movie-going crowd!



Crowds like this give picture exhibitors "pow" box-office and concession sales.



You've got to give them something new, and Pepsi comes up with the promotions every time.



# When you think of reseating, choose the chair that belongs in your theatre

## THE *Stellar* CHAIR BY AMERICAN SEATING

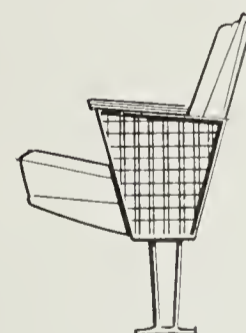
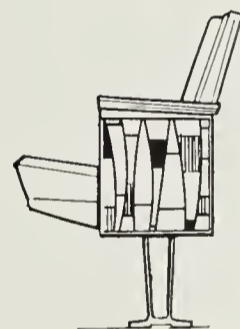
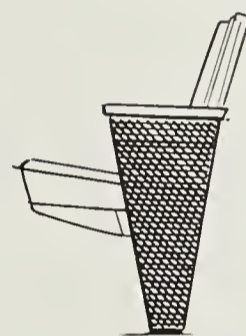
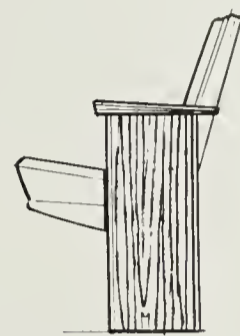
You've complete freedom to choose the style, fabric, aisle standard, seat and back, width and mounting for the exact effect you wish to achieve.

In fact, the Stellar Chair is the first and only one in its price range to offer you such wide choice of design elements. A choice that makes the Stellar Chair custom-made for its setting.

Important to the continued beauty of the Stellar Chair are these two durability options. An exclusive Soil-Guard cap of solid-molded plastic (in white in photo) that covers the top of the back to protect it from the wear and tear of grasping hands; and new, longer backs in several plastic or upholstered styles protect the seat from feet.

If you're thinking of reseating, investigate the possibilities of the new Stellar Chair. An American Seating representative will be glad to consult with you on how best to utilize the Stellar Chair to bring out the full beauty of your theatre design.

In addition to this service, our representatives are fully qualified to assist you in making decisions about floor plans, vision, chair spacing economies, and other layout technicalities. Write Dept. MP-5 for brochure on the new Stellar Chair.



The standard by which all public seating is measured  
GRAND RAPIDS, MICHIGAN 49502

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American Seating products are fully covered by patents and patents pending.

# Spreckels, San Diego, Set For Refurbishing

# Odell NAC Regional V.P.

NEW YORK—Jacquelyn M. Shlaes, prominent Southern California exhibitor and daughter of the late Lew Metzger, announced here an expansion and building program which will include the complete renovation of her Spreckels Theatre in downtown San Diego.

With elaborate plans for the immediate future that point to the acquisition of a circuit of theatres in California, Mrs. Shlaes has engaged as general manager of her theatrical enterprises, Charles E. Kurtzman, recently resigned as general manager of Loew's Theatres, Inc.

Kurtzman, who has been a resident of New York, will relocate in California where he launched his motion picture industry career after serving as a reporter for the Hearst Newspapers in San Francisco.

Before coming to New York to Loew's, he spent more than a decade as division manager in Boston, supervising New England, Upstate New York and Canada for Loew's.

For the past five years, Kurtzman has been National Exhibitor Chairman for the Will Rogers Hospital Drives, and has kept his hand in on a number of other important fund-raising chores — some of which he initiated in Boston.

Under the corporate name of Edlyn Enterprises, Mrs. Shlaes operates the first-run Spreckels, Tower, and Broadway theatres in downtown San Diego and has other theatrical

and non-industry interests in various areas of California. Following in the footsteps of her father, who had been general sales manager of Universal Pictures and Columbia Pictures before entering the exhibition field for himself, Mrs. Shlaes has built an enviable reputation as a showman and business leader.

Her present plans call for the shuttering of the Spreckels May 3 and a gala reopening in early June after an extensive \$125,000 refurbishing that will include new seats, new air condition system, new carpet and general beautification of the 1,600 seat theatre, which has housed many of the industry's biggest pictures and world premieres over the years.

Headquarters of the Edlyn Enterprises will be moved from Beverly Hills to the Spreckels Theatre Building in San Diego. For this change, Mrs. Shlaes is setting up model offices for her building and will spend much time there though she plans to make her residence in a newly acquired home in Beverly Hills.

Kurtzman will make his home in San Diego but will spend considerable time in Los Angeles just 90 miles north of San Diego where the booking and buying will be done as in the past. A further announcement will be made by Mrs. Shlaes on her expansion plans after negotiations now in progress are completed.

CHICAGO—Virgil E. Odell, president, Odell Concession Specialties, Inc., Caldwell, Idaho, has been appointed a regional vice-president of the National Association of Concessionaires, it was announced by NAC president, Edward S. Redstone, Boston.



ODELL

Odell, who also operates three drive-in theatres, will represent Region No. 6 for NAC, which embraces the States of Idaho, Montana, Oregon, Washington and Wyoming. He replaces Larry Moyer, Moyer Theatres, Portland, Oregon, who resigned from that post due to the pressure of business.

In addition to his other interests, Odell has been active in theatre association affairs. He recently concluded a term as president of Mountain States Theatres Association, Salt Lake City; is a past president of the Emmett, Idaho Kiwanis Club and a member of the Caldwell, Idaho Chamber of Commerce.

He has been an active member of NAC, having attended and participated as a speaker at many of the organization's regional meetings and conventions.

Odell attended Kansas State Teachers College in Emporia, Kansas. He and his wife, Betty reside in Nampa, Idaho.

# Iowa D-I In Works

DUBUQUE, IOWA—Construction is underway on a new drive-in theatre here, according to an announcement by James N. Yiannias, and his son N. J. Yiannias, officers of the Dubuque Theatre Corp.

Named the "Super 20," the drive-in will be located on Highway 20 in the Center Grove area of West Dubuque. The boxoffice is approached from the new John F. Kennedy Road, currently being completed.

Cost of the theatre, which is scheduled to be opened this month, is reported at \$250,000. N. J. Yiannias said that the theatre's drawing area should include homes in a two-to-three mile radius, taking in most of the city's residential districts.

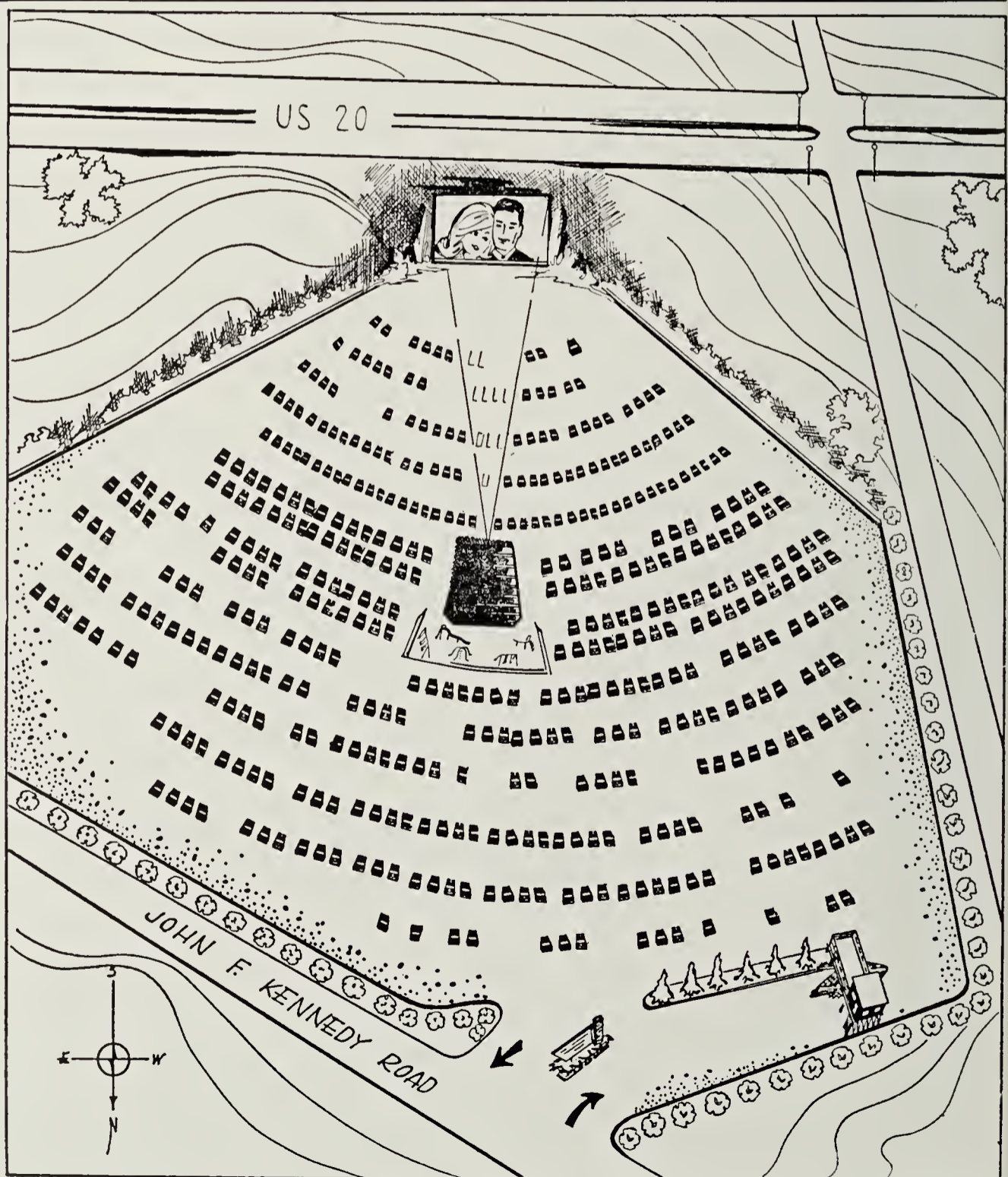
Yiannias said that "the increasing importance of drive-ins within the industry and popularity and acceptance as a means of movie-going, especially for families," led the Dubuque Theatre Corp. to construct the modern D-I.

The Super 20 is located on a 14 acre site. Of amphitheatre design, the outdoor theatre can accommodate 900 cars. The screen will be 110 ft. wide for full effects in CinemaScope and other wide-screen techniques.

The main building is located in the center of the tract and houses a modern snack bar, rest rooms, and the projection room. A playground is located to the rear of the service building and is being equipped to provide before showtime and intermission fun for the kiddies.

Yiannias said "we will spare no expense in installing the most technically advanced projection and sound equipment for maximum enjoyment."

He announced that an option had been secured on another tract of land in the city, for the location of a second new drive-in, details of which have not yet been disclosed.





## There's more profit per gallon!

Royal Crown Cola is the lowest priced, national cola brand. Of course, that means more profit for you. And check these additional advantages: ♀ theater parties (write for details of 1500 successful promotions for kids) ♀ liberal jug return allowance ♀ leading cola, all flavors from one source ♀ local pick-up and delivery ♀ no shipping delays, low inventories ♀ local participation in promotions. Add up the advantages — then add to your profits with RC, goingest cola of the leading three.

# Royal Crown® Cola Co.

C O L U M B U S , G E O R G I A

Other fine products of Royal Crown Cola Co.: Diet-Rite Cola, Nehi, Upper 10, Par-T-Pak.



**T**HE first building in a planned complex on Philadelphia's City Line Avenue will be a new, 2,000 seat motion picture theatre, it was announced by William Goldman, president of William Goldman Theatres, Inc.

The theatre is being planned as one of a series of distinguished buildings that will rise on the broad thruway just off the Schuylkill River expressway. To be called the Barclay, it will incorporate the latest advances in design and technology. Plans completed by Thalheimer & Weitz, Architects and Engineers, depict an elegant building of classic simplicity. The architects have incorporated

many luxurious features in the building, in accordance with the wishes of Goldman to give the patrons the finest facilities possible. The new theatre will be the entertainment center of the proposed living complex known as Presidential Center, designed by architect Aaron Colish, and located just off the Schuylkill Expressway on City Line Avenue. The theatre will initiate the spirit of adventure and excitement of the 'miracle mile' of distinguished buildings.

The design, as envisaged by the architects, shows a facade with dramatic umbrella vaults soaring from slender columns. The passer-by will be attracted by the sweep of the arches, the flash of sparkling color, and the showcase of life and activity visible in the brightly-lighted lobby.

Elegant simplicity is the keynote—a true theatrical environment the theme. This is a twentieth century movie palace, designed to make theatre-going a memorable experience.

Alighting from his car under the shelter of the far-flung marquee, the theatre-goer will cross a landscaped plaza. The pavement is patterned in Renaissance design. Massive masonry pots planted with trees and flowering plants add to the decor. A free-standing portico extends the full width of the theatre, providing shelter for the patrons.

The warm white of the soaring umbrella arches will be silhouetted against a scintillating facade accented by colorful tile and by a featured work of art—a striking bronze sculptural relief above the entrance. The entire front wall of the lobby is to be crystal-clear glass, revealing the inviting spectacle of a constantly changing scene of life and color within. Three dimensional showcases will advertise current attractions.

The luxurious atmosphere will be developed to its highest point in the spacious lobby. The foyer, extending across the front of the theater, will be carpeted with a deep-pile, vermilion carpet. Oak paneling will be used for contrast with the glass wall on the entrance side.

The integration of art with architecture is a subject which is of vital importance to the firm of Thalheimer & Weitz. They recently received an award from the Philadelphia Chapter of the A.I.A. citing them "for notable integration of architecture and related arts" in a recently completed project. A theater designed to present outstanding cinema is a natural spot to recognize the interplay of the arts of drama, painting, sculpture and architecture.

The discriminating movie patron will appreciate the changing exhibition of art for which the lobby offers a perfect setting. Mobiles, murals, sculpture or painting may be effectively displayed against the natural wood wall surfaces.

Once inside the auditorium the giant screen becomes the center of attraction. The simplicity of the paneled walls is to focus attention on the wide screen. The height of the ceiling increases as it approaches the front of the auditorium, further accentuating the screen's importance. The best of technical equipment will make it possible to show any type of motion picture.

The engineering staff at Thalheimer & Weitz has devoted intensive study to creating the most comfortable environment possible. The acoustics will be exceptionally fine. The engineers have utilized the electronic marvels of the present day to provide a distortion-free sound system of the highest quality. The sight lines will be direct, so that the audience may relax in the upholstered seats and view the picture at the most comfortable angle.

## S-W Building Mass. House

NEW HAVEN—Stanley-Warner zone manager James M. Totman has disclosed construction will begin shortly on a 1200-seat theatre in the Central City Shopping Plaza, Worcester, Mass.

S-W also operates the first-run Warner in that city.

## PLAY PROMOTIONS •

(Continued from page PE-5)

might run the length of the train. Maintenance vehicles bearing the theatre's name might also be used to pull a mobile ballying the play area.

**T.V. AND TRAILERS**—Simple copy plugs may be prepared for insertion between clips on T.V. spot trailers. One card might make a pitch for the kiddies, for use in tie-in efforts with children's films, and during afternoon and early evening prime kiddy time—the other for adult appeal stressing the facilities available for family entertainment. A slide for the theatre itself could plug new equipment, and give before-the-show playground hours.

Remember that even a moderate-sized playground operated in conjunction with your concession stand affords your patron's entire family an opportunity to get out-of-doors and enjoy motion picture entertainment at the same time. Hard play at the slides and swings builds drink and ice cream sales as well.

For the drive-in operator who considers family patronage the key to successful operation, a well equipped, well supervised, AND a well promoted playground is a virtual necessity.

## BIG DRINK MONTHS •

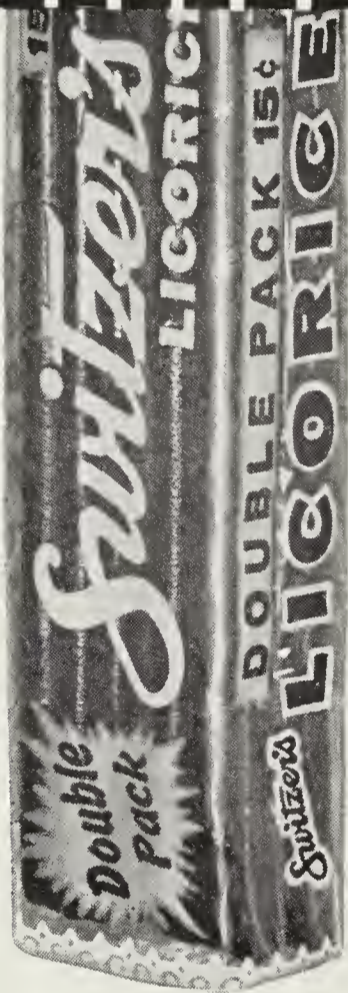
(Continued from page PE-8)

aids including colorful signs, back-bar displays, mechanicals, and other materials. The theatremen need only decide which items to push and he's on his way to increased concessions profits.

Drinks can be promoted in other areas too, especially at the drive-in theatre. The enterprising concessionaire may find that signs along the entry lanes help sales. Mobile food and drink units which can go into areas such as the playground can also give drink sales a boost. Perhaps the most effective merchandising aid in the drive-in remains the concessions trailer. Skillful use of between the show screen time probably accounts for more increases in concessions sales than any other factor.

In the indoor theatre, the task of selling drinks is slowly falling heir to the built-in self-sell of the vending machines. Today's vendors are colorful, appealing in design, and prepare a scientifically balanced drink. All that the theatre owner has to do is place the machine strategically so that it may best do its selling job.

Drink sales account for a substantial portion of the concession take, and attention to the few, simple details that insure a quality item more than rewards itself. Prepare for the big drink months ahead now, by checking on your set-up. Any little improvement might pay big dividends later—when the heat is on!



## NEW 15¢ DOUBLE PACK

(60 ct.)

### SWITZER'S

Old-Fashioned Licorice and Cherry Red in bars and bags.

10¢  
Bar  
(100  
ct.)



St. Louis 2, Mo.

## 25¢ BAG (12 or 24 ct.)



## St. Louis D-I Refurbished

ST. LOUIS—Ronald Krueger, president, Fred Wehrenberg Theatres, announced that Ronnie's Drive-In, located in South St. Louis County, has been reopened. The theatre, closed since January, has undergone extensive remodeling.

The old concession stand was completely torn down and a new one consisting of 6,500 square feet with 4,000 square feet of concession area has been erected. This is approximately 3 times larger than the old one.

The remodeling makes it one of the most modern concession stands in the St. Louis area, having 4 cafeteria serving lines with stainless steel equipment, counters covered with Vicretex, air conditioning, and modern restroom facilities. The stand will offer the fastest service possible in a cafeteria line.

The concession equipment was constructed by Servco Company of St. Louis, for National Theatre Supply.

In addition, new 70/35 mm Philips projectors with Ashcraft Super Corelite lamps are being installed. This will be the first installation of 70/35 mm equipment in a drive-in theatre within the Greater St. Louis area. The projection equipment was also purchased from National Theatre Supply of St. Louis.

## Chakeres D-I Announced

SPRINGFIELD, O. — Chakeres Theatres, Inc., owners of 22 indoor theatres and 13 drive-ins in Ohio and Kentucky, has purchased 21 acres of land south of Dayton, O., for construction of a new ultra-modern drive-in, according to Michael Chakeres, vice president and general manager.

The site is located on Route 741, just south of the intersection of Route 725, near the Centerville exit of Interstate 75.

Estimated to cost \$426,000, the 1,400-car drive-in will be one of the most luxurious in the country, showing only the best pictures for family entertainment in accordance with the circuit's operational policy. Target date for the opening is in August, Chakeres said.

The theatre will be equipped with both 35 mm and 70 mm equipment and will have the largest outdoor screen in Montgomery County. It will be in operation 12 months of the year, Chakeres said, and will furnish electric heaters for every car during the winter seasons.

There will be a complete kiddie playground situated next to the screen, and a complete all-modern carry-out cafeteria, planned to accommodate 3,200 people during the peak periods.

All roadways will be paved and the entire area will be landscaped to bring the area not only the best in entertainment but a show-place that all patrons and those living in the area will be justly proud to call theirs, Chakeres added.

## TEDA Dealers Optimistic

Commenting on the Spring meeting of the Theatre Equipment Dealers Association in Chicago, April 10-11, Paul Voudouris, sales manager of EPRAD summarized "both dealers and manufacturers exuded enthusiasm and optimism for the future. Business was good and getting better each day, and a happy feeling was evident everywhere."

Voudouris thanked the 35 dealers who attended the dealer meeting for their confidence and comments which will enable his company to better serve the dealers and exhibitors.

## Center Indoor For Virginia

RICHMOND — Neighborhood Theatres, Incorporated has announced the start of construction on a theatre in Woodbridge, Virginia. Located in the Marumsc Plaza Shopping Center, the new indoor house will be of modern design and have a seating capacity of approximately eight hundred.

The theatre will be equipped to project 35/70MM film and be outfitted with Simplex's 4/6 track transistorized, stereophonic sound.

Neighborhood Theatres will decorate the Marumsc house with the newest material available, and a feature of the auditorium will be American Seating Company's "Stellar" chairs.

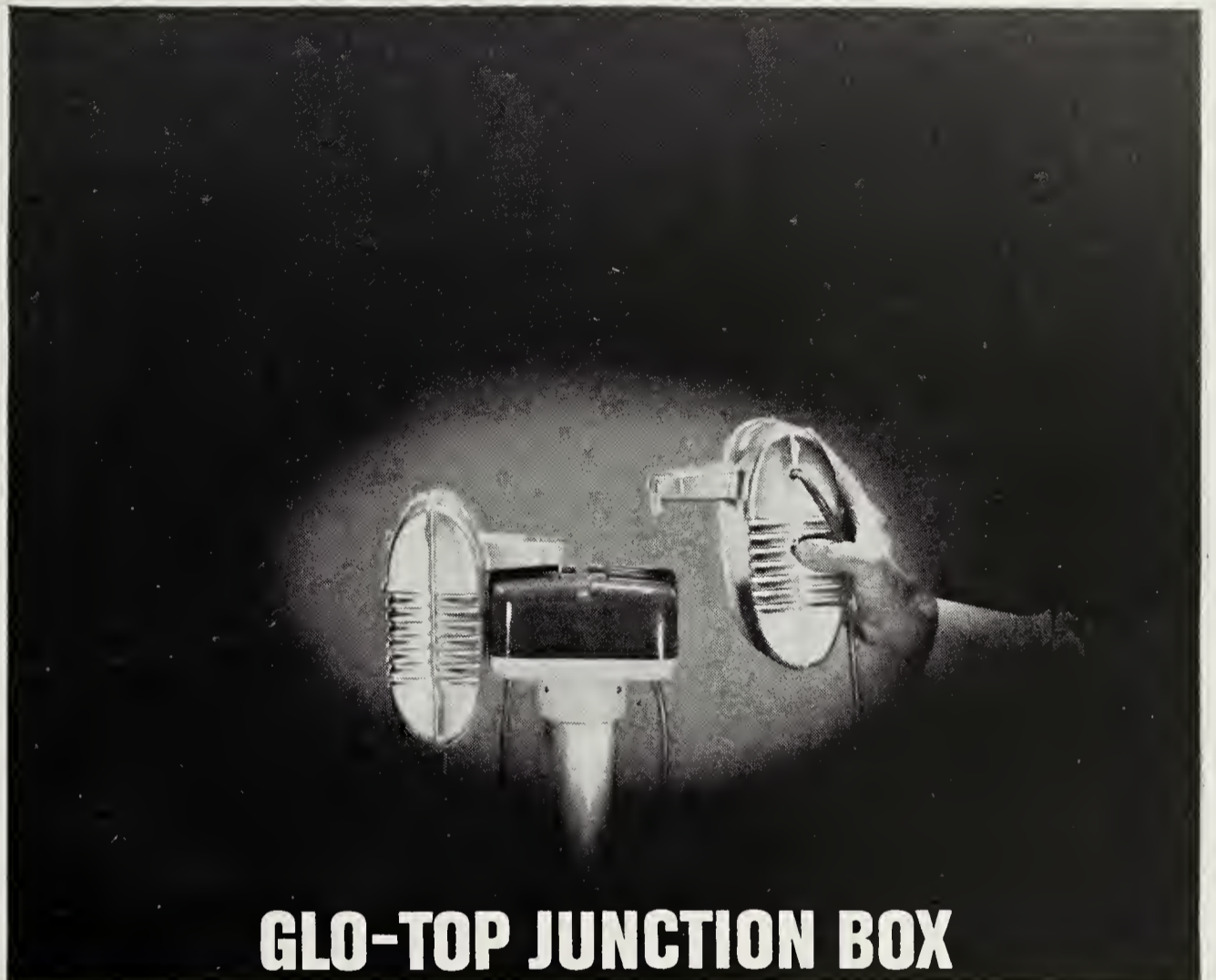
The opening of the new shopping center house is scheduled for early summer.

## Seating Contracts Announced

NEW YORK — Neva-Burn Products announced an installation of new seats in the recently completed Washington Square Theatre, New York. In addition, they contracted for the recovering of all seating in Carnegie Recital Hall, as well as installation of an Austrian drape on the stage.

Neva-Burn, a long established New York decorating and seat refurbishing company, also announced plans to expand its theatre decoration department.

Major seating installations by Neva-Burn include Loew's Cinerama, Broadway, Loew's Paradise in New York, Loew's New Rochelle Theatre and Loew's Palace, Washington, D. C.



## GLO-TOP JUNCTION BOX

## BRIGHT WAY TO REDUCE SPEAKER DAMAGE

Replacing speakers on regular junction boxes is like fumbling for the light switch in the dark. Result? Many drive-in speakers tumble to the ground and receive the kiss of death from a car wheel. The Glo-Top helps eliminate this damage. Its all-weather, translucent, butyrate top glows in the dark. Makes it easy to replace speakers properly. Does it for a long time since all parts are completely weatherproof. In addition, the rugged fiberglass base prevents shorting out to ground in wet weather. But in case you're one of the traditionalists that insist on aluminum junction boxes, Eprad makes them, too. Take your choice. Either way the price is surprisingly low. Call your local Eprad dealer today.

Sold Internationally Thru Theatre Supply Dealers <sup>®</sup>

**E P R A D**

1214 Cherry Street • Toledo, Ohio 43608

SPEAKERS • HEATERS • JUNCTION BOXES • CASH CONTROL SYSTEMS • SOUND SYSTEMS

**SERVING THE THEATRE INDUSTRY SINCE 1947**

# NEW PRODUCTS

... that have Theatre interest

## Dogs In Blanket

A new counter-top baking unit now being marketed by Burgess Vibrocrafters, Inc., Grayslake, Ill., produces "Hot Dippety Dogs," a hot dog on a stick wrapped in a baked blanket.

Intended for use in restaurants, drive-ins, schools, theatres, resorts, hospitals, recreation areas, and for in-plant feeding, the BVI Bake-O-Dog unit makes six "Hot Dippety Dogs" in just four minutes baking time.

The treated non-stick molds in the machine are filled with batter made from standard corn muffin or waffle mix, a hot dog on a

stick is placed in each cavity and turned over so it is completely covered with batter, and the lid of the unit is then shut. In four minutes a timer bell rings, and the golden brown "Hot Dippety Dogs" are ready to serve.

The Model D-302 Bake-O-Dog unit measures just 10" x 10" x 8", and has a heavy chrome exterior finish. It operates on 110-120 Volt AC. A built-in thermostat controls heat, while a signal light tells when unit is heated to proper baking temperature.



"Dippety Dog" Unit

To—  
Motor Generator  
Users



Available from 40 through 180 amperes. Model 80 RTK2 illustrated.

**This 80 ampere Silicon Rectifier by Kneisley will cut your power costs \$300.00 to \$600.00 annually.**

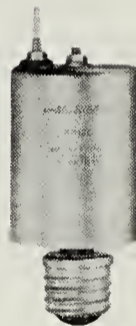
and that is a 50% to 85% savings on your investment.

Where else can you get such a return? Hundreds of others have switched to KNI-TRON Silicon Rectifiers. They are low priced and quickly amortized. In addition to the savings effected you get the benefit of,

Lowest possible maintenance because there are no moving parts.

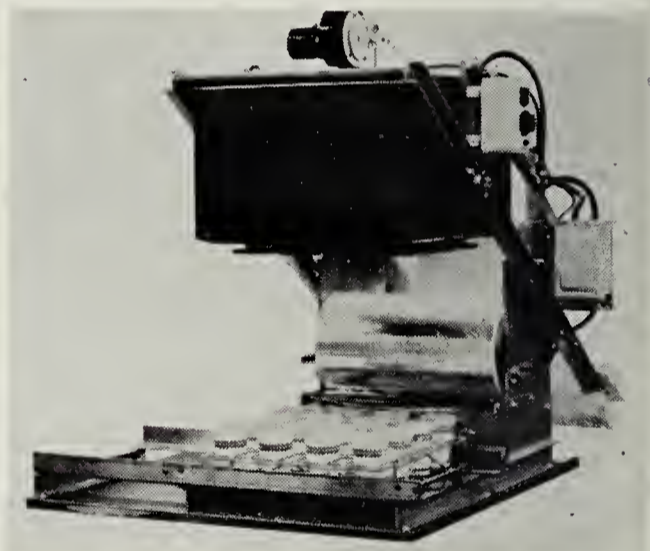
No power waste because there are no Arc Ballasts.

Let us prove what we say. See your supply dealer now or write direct. Address department P.



THE KNEISLEY ELECTRIC CO. P. O. Box 1506 TOLEDO, OHIO 43603

## Cup Capper

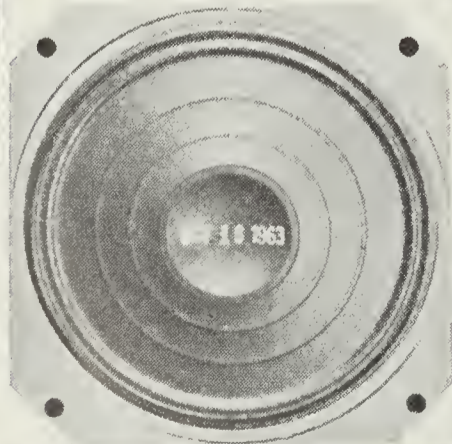


High traffic locations such as ball parks, stadiums, arenas, are offered a unique high speed semi-automatic machine which caps up to 10,000 cups an hour, at the lowest available cost of 96 cents per thousand. The Lily Film Capper, Model 101, provides tight spill-proof closures on either hot or cold drink cups, sizes 7 oz. through 14 oz., without conversion parts or adjustments, resulting in maximum speed, flexibility, and money and labor savings.

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NEW YORK—A national meeting of all National Screen Service branch and studio managers, and other executive personnel has been scheduled for May 21 through 23 in New York City, announced Burton E. Robbins, president.

Plans will be divulged for the introduction of National Screen's new Cinemation display service and a complete technical indoctrination will be provided by the engineering staff, which developed the "Technamation" process utilized in the displays.

National Screen Service personnel will also be oriented in the wide range of "Technamation" products and applications, currently being inaugurated by N.S.S., under their new marketing plan, which runs the gamut from 35mm slides to large outdoor spectacular signs.

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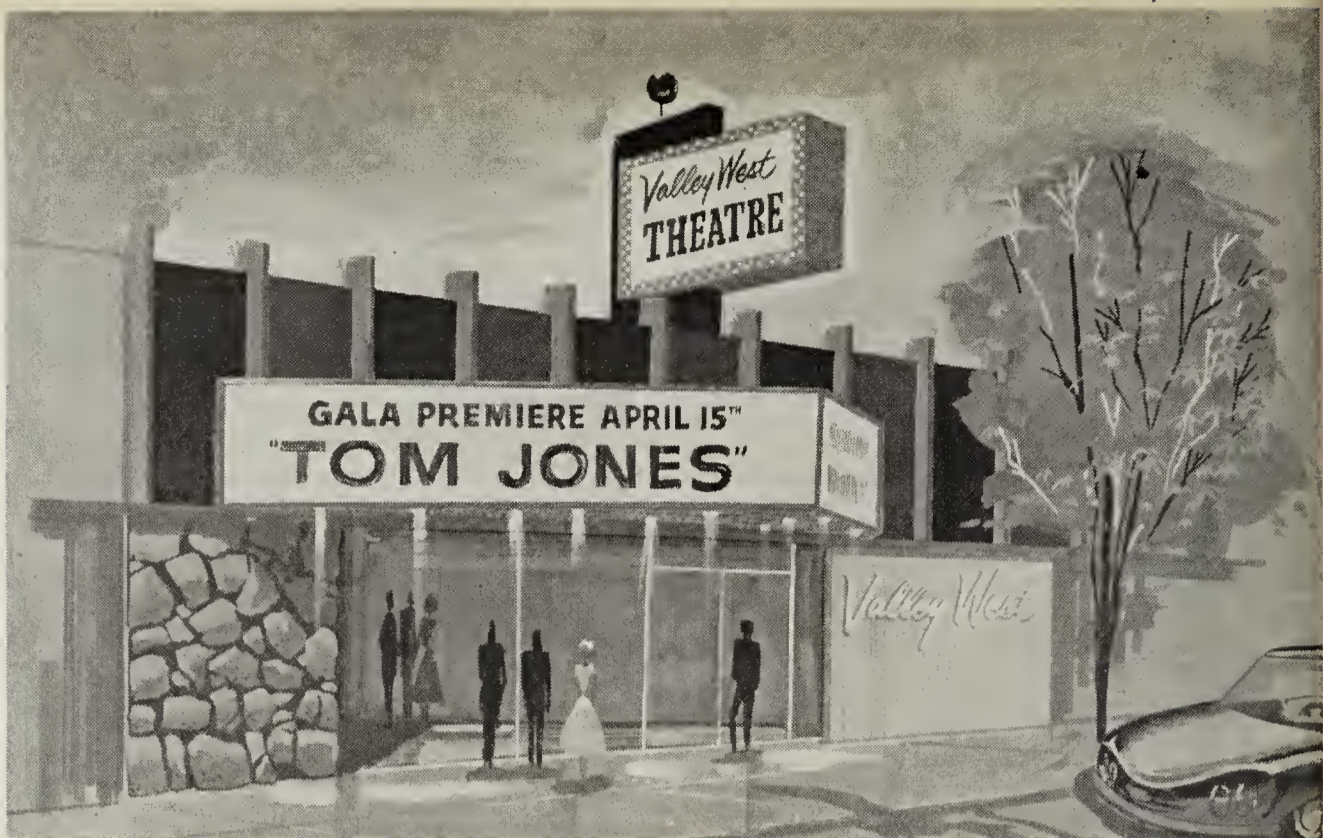
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## New Los Angeles Area First Run Opens

CANOGA PARK, CALIF. — Continental Theatres, Inc., Los Angeles-based independent theatre chain, opened the new Valley West Theatre here. The theatre is located two blocks from the area's largest shopping center, the Valley Plaza development at Topanga and Vanowen Boulevards.

Announcement was made by Shan V. Sayles, Sam Decker, and Alex Cooperman, theatre executives, that more than fifty thousand dollars had been spent in expanding and remodeling the Topanga Boulevard house, completed originally in 1962.

"Tom Jones" was booked as the opening attraction. It is scheduled for a three-month engagement.

Constructed in 1962, the intimate theatre first housed only 300 seats. Increasing attendance, month after month, evidenced the fact more room was needed. Seating capacity has now been increased to 500 seats, including 100 luxurious deep foam loge chairs and 400 deluxe general admission chairs.

The Valley West theatre building is part of a neighborhood shopping center and is constructed of stone, stucco, glass and tile. The lobby is bright and colorfully decorated in tones of navy and gold. The foyer walls are covered with burnished gold Virectex and the carpeting is a deep blue pyle.

Dominating most of the theatre front is a new marquee, thirty ft. in length, custom built for the Valley West by Inter-City Neon and Plastic Corp. of Northridge. The overhead is panelled in tones of Chinese red and light beige and is complimented by the marquee itself trimmed in gold. The board will be wired for 800 mill high-intensity lamps, thus making the copy readable from over 1500 ft.

Inside the theatre, various shades of rose and watermelon color predominate. Seventy per cent of the wall surface is covered by draperies, combining tasteful decorating with the finest acoustics. The title curtain is finished in wide striped panels of light and dark rose.

New luxury chairs are spaced on wide centers providing plenty of legroom. The chairs are upholstered in red nylon velour.

The finest projection facilities are being provided with a new Cinemascope screen and high quality equipment for the best sound reproduction.

The existing parking area has also been enlarged with plenty of off-street parking available adjacent to the theatre.

Management has outlined a picture policy providing patrons with the finest films available on a first run basis.

### Strong Quarter For ABC

NEW YORK—ABC Vending Corp. reported an increase of 55 per cent in first quarter earnings over the first quarter of 1963 at their annual meeting here, and stockholders voted to change the corporate name to ABC Consolidated Corporation.

Benjamin Sherman, chairman, said the 1964 first quarter earnings of \$458,000 were equal to 17 cents per share on revenues of \$23,637,000, up from earnings of \$295,000 equal to 11

cents per share on revenues of \$20,447,000 for the same period last year.

Sherman told the stockholders that revenues received from vending machines are only one phase of the company's business because of its growth and diversification into additional areas of operation. He said the name ABC Consolidated Corporation gives a better description of the company's expanded activities.

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Combined the every second week, yellow paper **SERVISECTION** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to the trade.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO  
Vol. 71 No. 18

MAY 13, 1964

## COLUMBIA

### The Bridge On The River Kwai

MELODRAMA  
161M.

Columbia  
(CinemaScope) (Technicolor)  
(Reissue)

**ESTIMATE:** High rating adventure entry.

**CAST:** William Holden, Alec Guinness, Jack Hawkins, Sessue Hayakawa, James Donald, Geoffrey Horne, Andre Morell, Peter Williams, John Boxer, Percy Herbert, Harold Goodwin, Ann Sears, Henry Okawa, K. Katsumota. Produced by Sam Spiegel; directed by David Lean.

For complete review, please refer to page 4405, of Nov. 27, 1957.

### The New Interns

DRAMA  
123M.

Columbia

**ESTIMATE:** Entertaining sequel should please wide audience.

**CAST:** Michael Callan, Barbara Eden, Dean Jones, Stephanie Powers, Inger Stevens, George Segal, Kay Stevens, Telly Savalas, Ellie Wood, George Furth, Greg Morris, Eddie Ryder, Alan Reed, Jr., Gordon Kee. Produced by Robert Cohn; directed by John Rich.

**STORY:** The camera follows a group of new interns assigned to a large metropolitan hospital and dwells on some of them. Dr. Michael Callan is back after having dropped out previously due to illness, and he helps the others learn the ropes. He becomes emotionally involved with nurse Barbara Eden, who knows how to handle him. Resident doctor Dean Jones and wife Stephanie Powers, nurse, find out they can't have children, and this almost breaks them up as she refuses to adopt someone else's child. A hospitalized orphan brings them together, and they decide to adopt him. Volatile George Segal falls in love with social worker Inger Stevens, but this is interrupted by a breakdown she has after being attacked by several hoodlums. He is forced to operate on one of them, and he dies despite Segal's efforts to save him. George Furth is a young married intern, who sneaks his wife into his dorm room because they don't have funds for her to live elsewhere. When she becomes pregnant, all chip in to really give them a party that will long be remembered. Then, too, there is Telly Savalas, who cracks down as surgeon-head of the hospital but recognizes talent when he sees it.

**X-RAY:** The setting of a large metropolitan hospital permits a variety of subjects and a large number of situations to develop, some more effectively than others, but most of them highly interesting. There's fun as well as tragedy, drama, romance, pity, and just a feeling of doing a job well. A sneak preview audience seemed to be well entertained by the on-screen proceedings. Many audiences who have seen the film's predecessor

will want to see the sequel, and the great majority will not be disappointed by the entry. It features young, talented people, who perform with ability and promise and who also benefit from capable direction and production. The screenplay is by Wilton Schiller based upon characters from the novel, "The Interns," by Richard Frede. There is a song, "Come On, Let Yourself Go."

**TIP ON BIDDING:** Higher program rates.

**AD LINES:** "The Hard-Hitting Story Of Interns Learning Their Business"; "Young Doctors At Work And Play Makes For Absorbing Entertainment."

## MGM

### The Golden Arrow

FANTASY:  
91M.

MGM  
(Italian-made)  
(Dubbed in English)  
(Technicolor-Technirama)

**ESTIMATE:** Arabian Nights tale for the undemanding and kids.

**CAST:** Tab Hunter, Rossana Podesta, Umberto Melnati, Mario Feliciani, Dominique Boschero, Renato Baldini, Giustino Durano, Rosario Borelli, Franco Scandurra, Gloria Milland, Renato Montalban. Produced by Geoffredo Lombardo; directed by Antonio Margheriti.

**STORY:** Youthful beggar-thief Tab Hunter is in reality the rightful ruler of Damascus, and he proves it by bending the magic bow. There are evil forces trying to usurp power, and Hunter is forced to prove his right to throne and princess Rossana Podesta via a series of tests of strength, courage, and endurance. He is assisted by three genies and triumphs over all obstacles. His final battle is won with the aid of a magic carpet and the golden arrow. All ends happily.

**X-RAY:** All ends happily for the actors, but the audience is not quite so lucky. The kids may go for this Arabian Nights mish-mash, and so may some of the less demanding audiences in general situations, but that is about it. There is an attempt to leaven the proceedings with a tongue-in-cheek approach, but it falls far short of success. Even Hunter's voice seems to have been dubbed, and that too is a drawback. Color and a few interesting special effects are assets, but not enough to lift this out of the matinee programmer class. Aim it at the kids and hope for the best.

**TIP ON BIDDING:** Program rates.

**AD LINES:** "Never Such Exciting Spectacle . . . Never Such Exotic Scenes"; "Scimitars Clash For A Beauty And A Throne."

## UNIVERSAL

### Island Of The Blue Dolphins

DRAMA  
99M.

Universal  
(Eastman Color)

**ESTIMATE:** Good item for family trade.

**CAST:** Celia Kaye, Larry Domasin, Ann Daniel, George Kennedy, Carlos Romero, Hal Jon Norman, Martin Garralaga, Alex Montoya, Julie Payne, Rontu, and the Manchester and Kashia Tribes of the Poma Nation. Produced by Robert B. Radnitz; directed by James B. Clark.

**STORY:** Headed by George Kennedy, a band of white hunters seeking otter pelts arrives on the remote island off the coast of northern California, and offers the native Indians metal tools and weapons in exchange for skins. Kennedy reneges on the deal, and chief Carlos Romero is killed, along with many others of the tribe. Only a handful of survivors are left, including Romero's daughter, Celia Kaye, and his young son, Larry Domasin. Hal Jon Norman, sub-chieftain, goes for help and returns with a vessel obtained through a Mission post on the mainland. However, in the rescue confusion, Kaye and Domasin are left behind and are utterly alone. They are menaced by a pack of wild dogs which have been joined by "Rontu," huge dog left behind by Kennedy. Domasin is mortally wounded by "Rontu" while fighting the wild dogs. Kaye feels she must avenge her brother's death and must slay "Rontu" whose master killed her father. However, she is revolted when she wounds the dog and helps it recover. They become inseparable. Years later, a new group of hunters arrives, and Kaye, remembering the earlier tragedy, hides. One of the group, a young girl, Ann Daniels, tries to befriend Kaye, who is still afraid to trust anyone. "Rontu" dies, and Kaye, who has made the dog pack reasonably tame, adopts a puppy. Later, a rescue party from the Mission finally take Kaye off the island.

**X-RAY:** Despite the title, this film has nothing to do with blue dolphins outside of a fleeting glimpse of a few. It does, instead, concern itself with a story that should garner much sympathy and interest from young viewers with its simplicity of plot. Of the cast, Celia Kaye is on screen practically all of the time, and she is effective. Production and direction are good. It should do well as part of the show, and the use of color is of assistance. Screenplay is by Ted Sherdeman and Jane Klove, based on the Newbery Medal novel of the same name by Scott O'Dell.

**AD LINES:** "One Of The Literacy World's Most Honored Children's Novels Brought To The Color Screen."

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## Wild And Wonderful

COMEDY  
88M.

Universal  
(Eastman Color)

ESTIMATE: Cute comedy for family trade.

CAST: Tony Curtis, Christine Kaufmann, Larry Storch, Marty Ingels, Jacques Aubuchon, Jules Munshin, Marcel Hillaire, Sarah Marshall, Cliff Osmond, Marcel Dalio, Fifi D'Orsay, Vito Scotti, Steven Geray, Stanley Adams. Produced by Harold Hecht; directed by Michael Anderson.

STORY: Monsieur Cognac is a French poodle with extraordinary intelligence, and is one of the best-known movie stars in France. He is watched over by owner Jacques Aubuchon; his daughter, Christine Kaufmann; and others in the household. The dog has a compulsive craving for liquor and a great love for Kaufmann. In a night club, an American musical group headed by Tony Curtis and featuring Marty Ingels and Larry Storch, entertains. One night, Cognac gets away and meets Curtis, who lets him tag along to a bar where he buys him liquor to his heart's desire. Afterwards, Curtis allows him to sleep it off in his apartment. The police trace him there, and when Kaufmann and Curtis meet, it is love at first sight. They see each other again despite Aubuchon's objections. Cognac tries to break up the romance, but the pair eventually elopes. They return for Aubuchon's blessing, which he refuses to give, and agree to remain overnight at the house. Cognac succeeds in separating them so that an annulment is still possible. Curtis decides that Kaufmann must choose between the dog and him, and when the answer doesn't satisfy him, he leaves. Curtis decides to try again and gets involved in the middle of a tv program starring Cognac. Curtis brings over some female company for Cognac, and the program is turned into a farcical sham. Since Cognac winds up with a girl friend, he is not concerned with the romance of Curtis and Kaufmann, and it looks as though they will get a chance to try marriage.

X-RAY: Dog lovers and owners will be amazed and envious of the thespian abilities of one of the leads in the film, a remarkable French poodle. There is a triangle here, but it's between a boy, a girl, and the aforementioned canine. The latter winds up with most of the attention. There are some funny bits as some fine comics back up the slight story and the capable leading characters. The end result is a lightweight, pleasantly amusing vehicle that garnered a goodly number of laughs at a sneak preview. The cast, both human and otherwise, is effective; the direction is suitable; and the production values are lavishly proper, with color providing a fine assist. The screenplay is by Larry Markes, Michael Morris, and Waldo Salt.

TIP ON BIDDING: Higher bracket.

AD LINES: "A Fast And Furious Family Fun Film"; "Their Romance Almost Went To The Dogs After Being 'Wild And Wonderful'."

## FOREIGN

### Don't Tempt The Devil

DRAMA  
106M.

United Motion Picture Organization  
(French-made)  
(English titles)  
(CinemaScope)

ESTIMATE: Interesting import.

CAST: Marina Vlady, Bourvil, Virna Lisi, Pierre Brasseur, Jose Luis de Vilallonga, Umberto Orsini, Momy Dalmes, Jacques Monod, Jacques Mauclair. Directed by Christian-Jaque; produced by Georges Cheyko.

STORY: Cardiac patient Jose Luis de Vilallonga receives his regular injection from

nurse Virna Lisi, after which he collapses and dies. She runs to phone the doctor as Marina Vlady, his wife, appears and tries to seize the vial of medicine. The two women struggle briefly and it is crushed underfoot. Vlady summons famous lawyer, Pierre Brasseur, a friend of her husband, and she accuses Lisi of murder because Lisi was her husband's mistress. Lisi denies everything. A lab test determines that the material injected was different from what he should have received. Magistrate Bourvil interrogates Lisi and finds that there is plenty of circumstantial evidence against her. Meanwhile, an affair develops between Brasseur and Vlady, and the latter confides to him that she engineered the murder because her husband was going to divorce her and marry the nurse. She is sure he will help her because he has fallen in love with her, and he agrees. Bourvil senses that all is not right with the evidence and that perhaps Vlady is the guilty one. He asks to be taken off the case and even testifies for Lisi in court. Despite this, the court finds her guilty and sentences her to a jail term. The case over, Brasseur tries to reach Vlady. He learns that she is having an affair with another now that she no longer needs him. He arranges for justice to triumph, with Vlady winding up behind bars instead of Lisi.

X-RAY: Here is an interesting drama and murder case that is expertly presented so that audience attention is pretty well maintained throughout. The cast performs competently, and the direction and production are good. The import could make an attractive entry for the art spots. The screenplay is by Henri Jeanson and Umberto Orsini, based on the novel by Jean Laborde.

AD LINES: "Murder Wins Out In The Strangest Of Ways"; "An Unusual Mystery Thriller."

### The Organizer

DRAMA  
126M.

Continental  
(Italian-made)  
(English titles)

ESTIMATE: Well-made drama.

CAST: Marcello Mastroianni, Renato Salvatori, Annie Girardot, Bernard Blier, Gabriella Giorgelli, Francois Perier, Folco Lulli, Vittorio Sanipoli, Giuseppe Cadeo, Elvira Tonelli, Giampiero Albertini, Pippo Starnazza. Produced by Franco Cristaldi; directed by Mario Monicelli.

STORY: At the end of the 19th century in Turin, Italy, workers report to a huge spinning mill early in the morning six days a week and work until late in the evening, with accidents frequent. The workers decide to ask for more humane working hours and a committee is named of Folco Lulli, Bernard Blier, and Elvira Tonelli to ask management for it. They are brushed off. Lulli decides to pull the quitting whistle early and is caught and suspended. Meanwhile, Francois Perier, school teacher, has been trying to educate the illiterate to the importance of voting, and he has a visitor, professor Marcello Mastroianni, a refugee from the police because of his political activity. Mastroianni overhears the workers trying to decide what to do and advises them to strike and how to go about it. They close the mill and hold out quite a while despite efforts by management to clamp down and to bring in other workers. During the melee that follows, Lulli is accidentally killed by a train. The intruders are sent away. Pressure is put on the police to find and arrest Mastroianni as the troublemaker, but he is sheltered by a prostitute. He comes out of hiding to lead the workers in a march on the factory where the militia is stationed, and there is some gunplay with a boy being killed and Mastroianni arrested. The workers return to work, but it is evident that the battle for betterment is not over.

X-RAY: This lengthy entry is an effective drama and expose of the period that saw labor begin to assert itself, and while it can be classified as a message picture, there are

also bits of the dramatic, romantic, comedic to be found here along with the tragic. The story is well bolstered by good performances and fine direction and production, and art house audiences should generally like what they see. The story and screenplay are by Age-Scarpelli and Mario Monicelli.

AD LINES: "An Unusual Story About A Town And Its People"; "He Wanted To Help Those Who Didn't Know How To Help Themselves."

### Tomorrow At Ten

DRAMA  
80M.

Governor Films  
(English-made)

ESTIMATE: Suspenseful kidnap drama.

CAST: John Gregson, Robert Shaw, Alec Clunes, Alan Wheatley, Kenneth Cope, Ernest Clark, Piers Bishop, Harry Fowler. Produced by Tom Blakely; directed by Lance Comfort.

STORY: Robert Shaw kidnaps the young son of millionaire Alec Clunes and imprisons him in a rented house in a remote section of London. He then visits Clunes and asks for ransom to be paid immediately so that he can leave the country. He will then call back to inform them of the boy's whereabouts before a bomb can explode at 10 the next morning. Clunes is about to pay the ransom but is interrupted by the arrival of inspector John Gregson, summoned by the child's governor. He refuses to allow payment of the ransom, figuring that others will find this an easy pattern to follow. He also figures he can get Shaw to talk in the time allowed. Pressure is used to try and remove Gregson, but the latter refuses to budge. Clunes gets into a fight with Shaw, and the latter is fatally injured in a fall. Gregson has the dead man's photo placed on the front pages of all the papers, and the next morning, a real estate agent calls to inform them that his firm rented the dead man a house. The renting agent arrives and leads them to the house. Gregson finds that the child has inadvertently wet the bomb, which won't go off. Boy and father are reunited, and Gregson goes off for some sleep and a reunion with his own wife and son.

X-RAY: There's quite a bit of suspense generated by the drama that relates an ingenious kidnapping tale, and audiences which like their screen fare on the taut side should find the results here rewarding. The performances are quite good, and the direction and production are well done. It should do okay as part of the show. The story and screenplay are by James Kelly and Peter Millar.

AD LINES: "Scotland Yard Is Faced With A Most Ingenious Crime"; "A Police Inspector Refuses To Be Blackmailed And Scotland Yard Solves An Unusual Case."

### Weekend

DRAMA  
84M.

Cinema-Video International  
(Danish-made)  
(English titles)

ESTIMATE: Exploitable art house entry.

CAST: Jens Asterholm, Birgit Bruel, Willy Rathnov, Elsebet Knudsen, Jesper Jensen, Bente Dessau, Erik Kuhneu, Lotte, Tarp, Jorgen Beck. Produced by Bent Christensen; directed by Palle Kjaerulff-Schmidt.

STORY: A married couple with two youngsters invites two other couples and a bachelor to spend a weekend at their summer cottage at the beach. Each has reservations about the event, but they get together anyway. As the hours pass, they become mellowed with food and liquor and are then attracted to others than their lawful mates. Some make out, while other don't. One even tries to attack the teen-age maid hired to care for the children, but this is unorthodox and disturbs the others. As the weekend comes to a close, all resume their usual marital status, with

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**WEEKEND**

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a weekend in a Danish beach setting, the results are not to be passed off so easily as wives and husbands readily switch their af-

the weekend excursion not a disturbing factor.

X-RAY: When three rather ordinary married couples and a bachelor get together for fections to others. Some of the scenes are a bit on the erotic side, and therefore this is more suitable for adult audiences in the art and specialty spots. The acting, direction,

and production are good, and the search by the characters for the different and unusual is fairly interesting. The subject matter is certainly exploitable. Klaus Rifbjerg wrote it.

AD LINES: "Married Couples And A Bachelor Spend A Most Unusual Weekend Together"; "This Weekend Is For Adults Only."

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MAY 13, 1964

SECTION THREE  
Vol. 71 No. 18

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penno.—19107.

## Schine Theatres Rentals Source Of Extra Revenue

Schine Theatres managers have been concentrating profitably on theatre rentals. Possibly, you too, by following their lead can obtain some extra revenue.

Linn Smeal, manager, Riviera, Rochester, N. Y., sold his opening night of "The Fall Of The Roman Empire" to a Democratic Club.

Dave Arnold sold a rental of the Oswego, Oswego, N. Y., to the New York State College of Education of that city for a stage show.

Dave Cahart, State, Carthage, N. Y., sold two kiddie shows to 17 local merchants; while Paul Pearson, Capitol, Newark, N. Y., set a summer vacation movie series with 16 local merchants for eight consecutive weeks.

Clara Rennebaum, Hippodrome, Corbin, Ky., came through with a kiddie show rental for a Saturday morning in conjunction with the Southern Bell Telephone Company.

Jerry Fowler, Geneva, Geneva, N. Y., sold a rental for the purpose of a stage attraction to the Board of Controls of Hobart College.

George Johnson, manager, Norwalk, Norwalk, Ohio, will be holding an after-prom show being sponsored by the Citizen's National Bank and the Huron County Bank on a Saturday evening. He also sold a rental to the Huron County Bankers Association.

Dave Arnold, Oswego, Oswego, N. Y., set up a dance recital benefit with the Bullock School of the Dance.

Ray Sparklin set a rental at the Milford, Milford, Del., with the Board of Education for  
(Continued on page EX-588)

## Columbia "Yogi" Merchandising Tieups Intended To Make Him Most Famous Bear



Columbia Pictures vice-president and general sales manager Rube Jacker recently showed Yogi Bear a list of exhibitors who have booked Yogi's full-length color cartoon, "Hey There, It's Yogi Bear," while Yogi's co-creator, William Hanna, looked on.

Columbia Pictures has devised a nationwide merchandising bonanza so intensive that America's youngsters and their parents will be sharing every minute of their day with Yogi Bear. From the breakfast food they eat to the pajamas they put on at night, they will be in contact with Yogi and his first feature film, "HEY THERE, IT'S YOGI BEAR." Columbia's sales message is aimed at making Yogi the most famous bear audiences have ever known.

The Kellogg's breakfast cereal people have agreed to plug Yogi Bear's first movie in full color on 45 million boxes of breakfast food. More than 200 key T. V. stations will convey the "HEY THERE, IT'S YOGI BEAR" merchandising message on a total of 12 national T. V. shows! In addition, an offer of a recording on the Kellogg boxes will put millions of discs merchandising the picture in the hands of a vast potential audience.

Sixty major markets will be reached by Yogi Bear in one swat of his paw when the McNaught Syndicate releases a special Sunday comic-page plugging the picture in some of the nation's biggest newspapers.

Also, in his new movie, Yogi will appear as the main character in a colorful fun-packed comic book made by the Gold Key people. The distribution run on this comic book is set at half a million.

The music from "HEY THERE, IT'S YOGI BEAR" will be recorded on a Colpix soundtrack album and given the full benefit of in-store and on-the-air promotions.

Golden Books—one of the most widely-circulated children's book series in the world—will devote three full-color story and picture books to Yogi Bear and his movie adventure timed with the release of the film. In addition, a complete line of Whitman Publishing merchandise—both books and games—will make their appearance all keyed to the picture.

Fifty manufacturers of everything in the leisure life of America's youngsters are tying in with Yogi Bear! It's almost impossible to mention all the games, clothes and equipment that are part of the Columbia Pictures promotional plans for "HEY THERE, IT'S YOGI BEAR." Just listen to a few: lunch kits, blackboards, wrist watches, bubble bath, slippers, pajamas, jigsaw puzzles, lampshades, dishes, gloves, buttons, squeeze toys, safety belts, beach inflatables, dolls, slacks, balloons, greeting cards, place mats, school supplies, building blocks and panties!

(Continued on page EX-588)

## "Empire" Roman Chariots Tour

Paramount Pictures is getting considerable mileage out of the colorful Roman chariots brought here from Spain for promotion of Samuel Bronston's "The Fall of the Roman Empire."

Two "Roman Empire" chariots are on display at the Hollywood Pavilion at the New York World's Fair. Five more are spinning around the country in conjunction with local openings of the film.



The management of the RKO International 70 and Denham theatres, Denver, recently saluted the opening of Joseph E. Levine's "The Carpetbaggers," a Paramount release, at the rival Paramount Theatre in these unique cross-plug marquee messages.

# B.S. Moss L.I. Theatres-Columbia Tours Sponsor Fabulous Vacation Contest

The excitement of a free vacation contest for Long Islanders within the triangle of Cedarhurst, Malverne and Valley Stream recently stirred interest among the patrons and friends of the Central Theatre in Cedarhurst, the Malverne Theatre in Malverne, and the Belair Theatre in Valley Stream. Sponsored jointly by the B. S. Moss Enterprises, owners of the three deluxe cinemas and Columbia Tours of Cedarhurst, the contest offers three major prizes topped by a seven day cruise for two to Nassau, all expenses paid, on the luxurious S. S. Homeric, one of the most modern vessels to ply the Caribbean sea.

The sponsors announced that the contest was open to all and there was no obligation to anyone entering this unusual event. Entry blanks were available at the Central, Malverne and Belair theatres and all the contestant had to do was fill in the entry blank and drop it in the sealed contest box in the theatre lobby. Contestants had to be over 18 years of age and all were welcome to participate except employees and families of the participating theatres and of Columbia Tours.

In addition to the grand prize of a seven day cruise to Nassau, the second prize was a round trip for two to Puerto Rico via Trans Caribbean Airways on a DC 8 fan-jet, plus a week's stay at the Luxurious Hotel Americana where the winners will share a choice double room and bath. The third prize was a "mini-vacation" at renowned Grossinger's, a two-day, mid-week stay for two with meals and an opportunity to rub shoulders with the many celebrities of stage and screen who have made this Catskill resort a world-famed playground.

To round out the prizes, all winners will be wine and dined and photographed for the press. Further, feminine winners will be presented with an orchid on the day of departure; there will be champagne on the first night of the trip, and each lucky winner will receive an elegant traveling bag. All prizes will be subject to the availability of the trip at a time to be chosen by the winner.

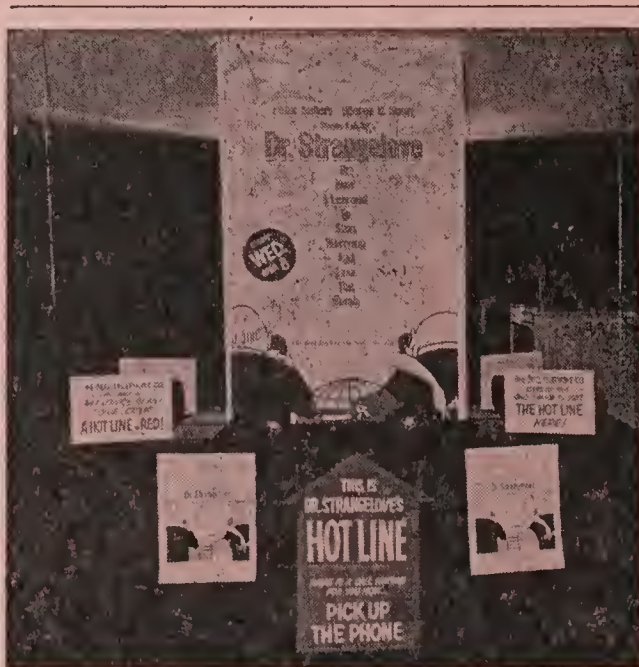
The drawing for all prizes was held on the stage of the Central Theatre and the winning entries were drawn by a noted Nassau County dignitary. At the same time, the winners were announced from the Malverne and Belair theatres as well.

## "Empty Canvas" Movie Book

Embassy Pictures is launching a nationwide movie-book promotion coinciding with the release of Joseph E. Levine's "The Empty Canvas."

The extensive campaign will be keyed to the publication, by New American Library, of the Signet Book motion-picture edition of the Alberto Moravia novel and will encompass thousands of bookstores, newsstands, department stores and other retail book outlets from coast-to-coast.

Point-of-sale promotional materials to be utilized in "The Empty Canvas" promotion will include posters, streamers and rack cards spotlighting the film and the new Signet edition of the novel. The paperback features the Embassy Pictures release on its cover and includes scene stills and full credits for the film.



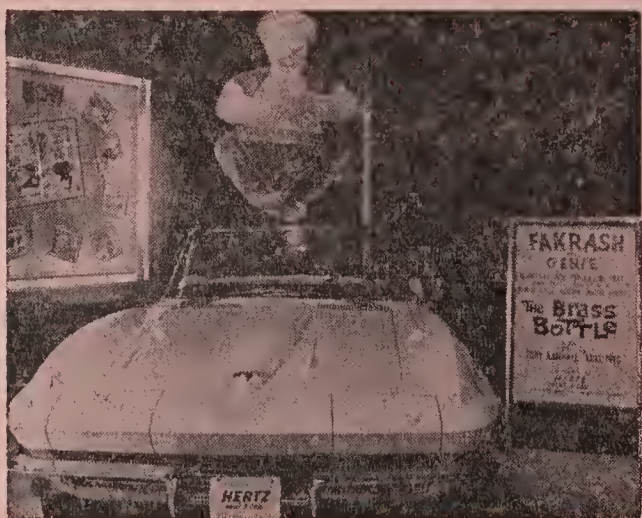
Charles Fogel, manager, King, King of Prussia, Pa., in a tie-up with Bell Telephone Company recently arranged this lobby display for Columbia's "Dr. Strangelove" involving the use of a Mohawk Recording System. This recorder enabled the taping of a 30-second message on the film which the telephone company connected to two red "hot lines." Reaction to the promotion was terrific.

## Lotion For 'Interns'

A gigantic ad campaign by Coppertone suntan lotion in cooperation with Robert Cohn's "The NEW Interns" will place two of the film's stars, Michael Callan and Barbara Eden, in five top magazines, 100 key newspapers and more than 2,000 radio spots from coast-to-coast timed with the debut of the Columbia Pictures release this summer.

Full-color magazine ads of Callan and Miss Eden, carrying credits for "The NEW Interns," will run in summer issues of Ladies Home Journal, Seventeen, Ingenue, American Girl and Teen Magazines. Other ads, adapted from the magazine campaign, will appear in newspapers which command 100 key market areas throughout the country. The radio spots are planned on a summer-long schedule and will use the voices of Callan and Miss Eden together with credit for the film.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



Keith Hendee, Gateway, Ft. Lauderdale, Fla., recently arranged this lobby display with Hertz Car Rental Service in a tie-up on Universal's "The Brass Bottle."

## Big Merchandising Campaign On UA Film

"For Those Who Think Young," United Artists' youth-themed summertime release, will be backed by an extensive tie-in and cooperative advertising campaign set by UA and six major national firms.

A far-reaching merchandising program, this campaign will include the participation of The Pepsi-Cola Company, Peter Pan Swimwear International, The Sony Corporation, Wemby Ties, Leon Bennett Hats and the Food Fair chain of supermarkets.

Throughout the summer months, all six-bottle cartons of Pepsi-Cola sold in the nation's stores will include a tag on one of the bottles plugging the UA release and its stars James Darren, Pamela Tiffin and Paul Lynde. Additionally, all Pepsi-Cola delivery trucks will feature huge full-color posters highlighting the film.

Peter Pan, whose swim suits are used in the Technicolor and Techniscope production, have taken a series of full-page, four-color tie-in ads featuring Tina Louise. The company is also distributing to its national outlets some 5,000 counter cards of this ad, which will be serviced on the local level by both Peter Pan salesmen and UA fieldmen.

Sony is currently running 200 and 500 line ads in national newspapers for their popular Micro TV sets with a scene still of the film's stars appearing on the instruments' screen with full credit for the motion picture. Sony will also be taking magazine ads and has instructed local distributors to cooperate on the local level by making these sets available for individual city-wide contests and promotions.

The first of the Sony "For Those Who Think Young" ads have started appearing in the widely-read New York Daily News.

National magazines and newspaper supplements are currently running a series of five Wemby Ties ads featuring James Darren and the film's credits. These ads are all four-color spreads.

The first of the Wemby ads appeared in the special men's fashion supplement of the New York Sunday Times.

Leon Bennett, whose fashion beach hats are featured in the Schenck-Koch Production, will plug the film in their series of summertime ads scheduled to run closer to the vacation season.

The Food Fair home office is servicing a series of full-page promotional newspaper ads to all stores in the chain with instructions to place these ads in conjunction with local theatre openings and to include local playdate information in their own particular copy. Food Fair is also distributing in-store banners and window posters linking the chain and the movie.

## "Cleopatra" Goes Sailing

In connection with the current engagement of 20th Century-Fox's "Cleopatra" at the Odeon Theatre, Bristol, England, the River Frome has been re-named the River Nile for the duration of the run.

The management of the theatre has selected a local girl to represent Cleopatra who will sail up the river at least once a week on a facsimile of the Egyptian Queen's barge as part of the extensive promotion on the film. Banners announcing the showing of "Cleopatra" at the Odeon will be prominently displayed on the barge.

# MAN OF A THOUSAND FACES

by JOCK MAC GREGOR

London Bureau

Some showmen are blessed with their staves. For long it has been obvious from the photographic evidence regularly reaching the London Bureau that Lee C. Prescott, Odeon, Bury, Lancashire, is one. Rarely is a campaign received which does not include a street stunt featuring his five feet, five inch chief of staff, Joe Thursby.

Whether he is immaculate in his Rank Theatre Division uniform accompanying a shining, white ribboned Rolls Royce around the town plugging "Wedding of the Year," or dressed and painted as an Indian Brave for "Savage Sam" he looks really happy in his work. As Zulu Chief ("Sammy Going South"), newsboy distributing publicity newspapers ("The L-Shaped Room"), POW ("The Great Escape") and a host of other screen characters, he has received considerable press coverage and become one of the town's best known personalities. People wonder what Joe will be next and unselfishly (?) hope for his sake that the Odeon never plays a nudist film.

One of his most publicized appearances was when he donned comic cop outfit and Graucho Marx moustache to exploit Norman Wisdom's "On The Beat" and at a special screening for the police "booked" the Chief Superintendent's wife for the benefit of photographers.

From his photos, Joe looks like an "old pro" but on checking it was found that he hails from Northern Ireland and was a cobbler before becoming a theatremen. Prescott reports that he may be small in stature but has a big heart and an intense zest for life. He is also highly skilled with his hands and creates in double quick time the most eye catching showmanship displays of all sizes.

Fifty seven year old Joe, carries out the publicity stunts quite voluntarily and regards the opportunity to do so as an excellent way in which he can personally help increase admissions at his theatre most sincerely. To quote him: "I like to do stunts, any stunts—inside, outside, upside-down-side, any side . . . I like the business."

The street stunts which Prescott plans, Joe reports, always create interest and the comments of passers-by are plentiful. Most are amusing and never once has he heard anything derogatory. He has had embarrassing moments though.—When dressed as a lion he boarded a bus and other passengers got off; the horse he was riding refused to stop at the traffic lights; the helmet of a borrowed space suit stuck and he had to take refreshment through a straw until he could be freed.

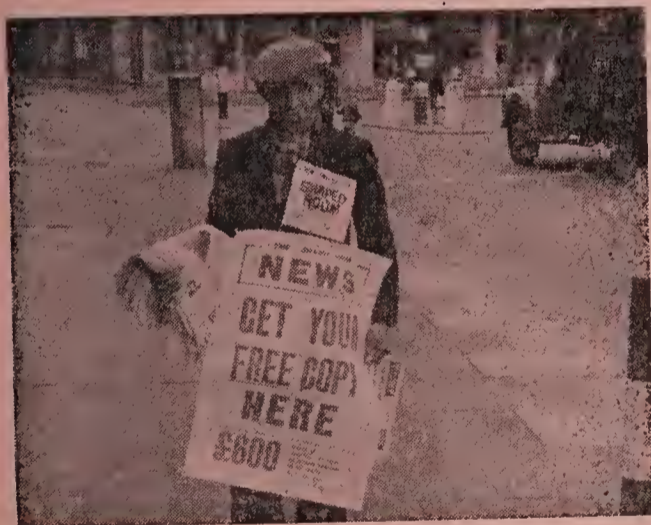
Such men as Joe Thursby are boons to the industry.



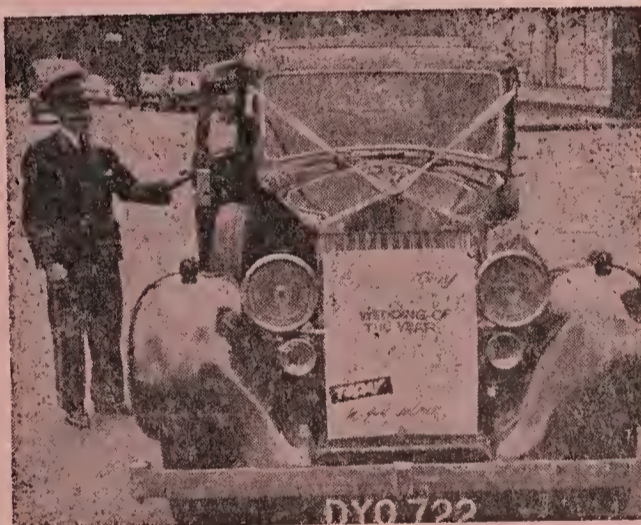
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SANDWICH BOARD



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CHAUFFEUR



FLOAT PUSHER



ZULU



INDIAN

# British Activities

by Jock MacGregor

In association with the Evening Chronicle, A. G. Crisp, Odeon, Newcastle-on-Tyne, promoted an essay contest for children when he ran Walt Disney's "Flight of the White Stallions." There were two age groups and entrants were invited to write on "What I admire about horses," "My favorite Walt Disney film" or "Why I'd like to visit Austria." The prizes were trips to Austria. Crisp also offered a free ticket to the first person to ride up to the box office on the opening day. Three youngsters accepted the challenge and an excellent pictorial press coverage resulted.

The run of "Kiss of the Vampire"—"Paranoaic" horror package coincided with the foyer collection by the St. John's Ambulance Brigade at the ABC, Old Kent Road, South London. Albert E. Hallam exploited this by placing red arrows which announced "First Aid for the Nervous" in prominent positions pointing to the collectors, who were all in their uniforms.

"Free Meals for Dogs" was the slogan put over by P. Davis, Oedon, Harlow, to plug "Lassie's Great Adventure." Thirty-five dogs were brought along by patrons. Not only did this inspire the local editors to play the story up in a light hearted but lengthy manner, but resulted in an invaluable plug in the BBC's South East News. The fact that a boxer dog gatecrashed the theatre and eluded capture during the screening of the trailer on the Sunday prior to opening also made the press which suggests the local editors must be ardent dog lovers. . . . The placing of color transparencies is not easy at local level in Britain, but Fred Tyler, Empire, was delighted that he was able to lay his hands on one in double quick time when the Coventry Express decided it could be used in their Easter Entertainment Supplement. He had the only movie plug in color as a result— an eight inch still spread across 5 columns selling his booking of "4 For Texas."

A. G. Cattell, ABC, Torquay, playing a pre-release of "The Prize" did not receive the campaign book until after the run. However, he observed at the first performance that a Mercedes car was prominently featured in the picture. He immediately contacted the local agent who dropped everything to visit the theatre. It was decided that he should endeavor to drive a Mercedes Benz Auto Union F12 up the stairs and into the circle foyer, the next morning. The press and TV were contacted and cameramen were on the scene with the result that by the afternoon the Herald Express was on the streets with a large picture and Westward TV had a coverage at 6:30 p.m. For the rest of the run the car toured the area carrying banners announcing that it was the one that went to the cinema.

Playing "Boccaccio '70" at the Odeon, Worcester, H. O. P. Matthews decided to play up the Italian angle and appeal to 400 Italians working at the metal box company. He invited 20 to the first performance to create talker publicity, and though he reports that he did not know what they were talking about at the end, they most certainly talked! . . . With considerable redevelopment in the area, Albert E. Hallam, ABC, Old Kent Road, South London, approached the local borough publicity officer when he played "This is My Street" with the idea that a Town Development Exhibition should be mounted in the circle lounge. This was arranged and created considerable interest. He also exploited the redevelopment when he showed "The Haunting." Opposite the theatre on an empty building scheduled for demolition he displayed a poster reading: "If You Think This Is Haunted, Wait Till You See "The Haunting" plus credits. At night he had battery operated green lights within the rooms for an added eerie effect.

## "Molly Brown" Fashions

Metro-Goldwyn-Mayer, Inc., is presently completing plans for one of the most comprehensive, coordinated, exploitation programs ever undertaken by a motion picture company on behalf of a major production.

Five of the top manufacturer's in the country have been selected to participate in an outstanding fashion promotion. They are Cuddlecoat, Mr. Gee, John Frederics, Corocraft and Phoenix Hosiery.

The fashions and accessories have been created and inspired directly from the film. Cuddlecoat has designed six coats inspired by the film; Mr. Gee will have six dresses, some exact copies of dresses worn by Debbie Reynolds; John Frederics has adapted his hats from the bucket, lampshade, and felt hat worn by Debbie Reynolds in the film; Phoenix Hosiery is featuring textured hose, also an integral part of Debbie Reynolds' wardrobe in the film; and Corocraft is duplicating the Cigar Band Ring prominently shown in the film.

All of the merchandise will be available in "Molly Brown," a muted brown, the color of Cognac, which is already being heralded by fashion people as the "big" color for Fall '64!

Promotions will be offered to one major store in each city and will be coordinated by MGM representatives to insure maximum effort.

## NSS 'Go To Church' Trailer

"National Screen's new Deluxe Go-To-Church trailer is meeting with enthusiastic favor from exhibitors in all types of situations, and sales of this film are running at an unprecedented high," according to Melvin L. Gold, general sales manager.

Produced as a live-action, full-color, subject, basically to provide theatre operations with a presentation of outstanding quality, the trailer introduces a new concept in public service announcements. National Screen utilized on-the-scene photography, Eastman-color stock and an inspiring musical background, in producing the new Go-To-Church trailer, which runs slightly more than one minute on the screen.

## YOGI

(Continued from page EX-585)

And, as if that kind of support isn't enough, "HEY THERE, IT'S YOGI BEAR" will be backed by a heavy T.V./radio campaign, a high publicity program and other promotional activities, including store tie-ins, contests, displays and special events.

With this kind of pre-selling, "HEY THERE, IT'S YOGI BEAR" comes to theatres with a tremendous ready and waiting audience. The Hanna-Barbera feature-length cartoon is a showmanship and box office natural!

## THE EXHIBITOR'S EXPLOITATION EFFORTS



This street stunt used by Geneva Wood, manager, Trans-Texas' Fine Arts, Denton, Texas, for Columbia's "Straight-Jacket" was instrumental in obtaining the desired attention.

GENEVA WOOD, manager, Trans-Texas' Fine Arts, Denton, Texas, recently obtained the desired attention for Columbia's "Straight-Jacket" by using a bit of really startling street ballyhoo. Picture this scene—you are standing on a street corner and suddenly you see a boy running by carrying a sign that says "STRAIGHT-JACKET vividly depicts axe murders, starts Wednesday at the Fine Arts Theatre." Then, a girl runs by chasing the boy. She is carrying an axe with something on it that looks like blood. And she looks as if she might put some more blood (if that's what it is) on it and enjoy doing it! This is what the people of Denton saw one week before the opening of "Straight-Jacket" more than once. People were startled, visibly shocked, and upset! Some of them laughed, some screamed, but they all looked. Their curiosity was so aroused that they had to come to see the picture! The team carried the stunt further by going to the Denton Shopping Center on Saturday afternoon before opening of the picture. There they went through a small circus that was there at the time. Needless to say, those people were really shocked and curious! This stunt caused a great deal of comment, such as a local radio disc jockey observing them and making comments from time to time on the air. The people who had seen the stunt were even more surprised when they came to see the picture and the axe (looking as if it might fall any minute) was hanging over the candy counter. The curiosity over the hanging axe also increased business at the candy counter. The shock of the picture was equaled with the shock of the advertising.

## SCHINE RENTALS

(Continued from page EX-585)

the graduation exercises of the local high school.

Bob Anthony, State, Cortland, N. Y., has the Shriners Kalurah Temple tied-up for a Saturday rental.

Joe Garvey sold the opening night of "My Fair Lady" at the Granada, Buffalo, N. Y., on Dec. 23 to the Buffalo Variety Club.

And shades of Santa Claus, two Schine houses have already set kiddie show rentals for December, 1964. Linn Smeal, Riviera, Rochester, N. Y., sold his to the Todd Company Recreation Club for Saturday morning, Dec. 12; and Ken Neal, Russell, Maysville, Ky., signed with the Pepsi Cola Bottling Company for Dec. 24.

# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## PERSONNEL WANTED

ARE YOU THE EXECUTIVE WE'RE LOOKING FOR? A showman who has come up through the ranks, knows exploitation, manpower development, theatre supervision, patron service, keen analyst of picture values, community public relations. We are prepared to pay handsomely for a personable, reliable, hard-working man in his forties with these qualifications. Great opportunity for lifetime career with a rapidly expanding Metropolitan Mid-East Coast circuit with national reputation for quality operation and high regard for its employees. Submit resume of past experience, photograph, and salary requirements. All replies strictly confidential. BOX 267, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## PROJECTOR REPAIRS

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## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? We buy; rebuild; sell. Mail us sample(s) of the type(s) and size(s) of used cone(s) you have available to offer for sale to us, or to be rebuilt for you. Please do not write for price quotes; SEND SAMPLE(S). We will send you sample cone FREE, with full details and prices. WESTERN ELECTRONICS CO., Dept CA, 3311 Houston Ave., Houston, Texas 77009.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

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For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

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Please notify:

CIRCULATION DEPARTMENT  
MOTION PICTURE EXHIBITOR  
317 N. Broad St., Phila., Pa. 19107

# The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

MANAGER: Conventional, 18 years experience, all phases, promotion minded. Best of references. Midwest area preferred. BOX A429, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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COLLEGE GRADUATE in 3 1/2 years, experience as newspaperman; travel service, teenage dance manager; a real promoter, age 22, slight physical handicap, knows theatre business. ROBERT J. DOUGLAS, 1009 Madison St., Apt. 4, Syracuse, N. Y., 13210. Phone 518-475-9120. (513)

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also starring **EDMOND O'BRIEN** as "Pardee" **WARNER ANDERSON**

Produced by **DAVID WEISBART** · Directed by **GORDON DOUGLAS** · Screenplay by **JOSEPH LONDON**

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and already in orbit — "Fate Is The Hunter", "Goodbye, Charlie"  
"John Goldfarb, Please Come Home"

MOTION PICTURE

# EXHIBITOR

MAY 20, 1964

Volume 71

Number 19

IN TWO SECTIONS • THIS IS SECTION ONE



**Dear Partner:**

**It's June 30, 1969**

(See Page 6)

**Six Distribs Agree**

**Blind Bids Are Bad**

(See Page 8)

Malcolm C. Green, Interstate Theatres, was elected recently as president of TONE, Theatre Owners Of New England.

**THE HANDWRITING ON THE WALL . . . see editorial—page 3**



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Volume 71 • No. 19

MAY 20, 1964

### THE HANDWRITING ON THE WALL

COMPETITIVE BIDDING is not the worst problem this industry faces. If all parties were certain it was being conducted on the level and in the open, perhaps the industry might learn to live with it. No, the most urgent, the most disgraceful, the most shameful, and the most tragic problem in the industry is the silence on the part of the people who have been hurt the most by abuses of legitimate business practices.

Exhibitors are not calling the attention of their legislators to flagrant examples of dishonesty and unfairness, and as a result, Congress is understandably reluctant to become embroiled in the dispute. Distributors agree in private that many sales practices are not good for the business, but argue that they are forced to continue such practices because of the competitive situation in exhibition.

The situation is confused, to say the least, and leaders in exhibition know it. However, they are powerless without the vocal and total support of the rank and file. Theatremen must stand up and be counted.

While a distributor may admit privately that an exhibitor is a "knucklehead" for bidding more dollars than he can take in at the boxoffice, he excuses himself by saying, "Why shouldn't I take this stupid fool's money?"

MOTION PICTURE EXHIBITOR, back in September, 1946, indicated editorially that wide-spread auction bidding for films was imminent. Exhibitors did not believe. The few who did confined their actions to preparing quiet resolutions against the practice.

We said 18 years ago, ". . . distributors have examined the possibilities of auction selling, find it to their liking, and see in it the greatest selling field in history . . . One would think that all the exhibitors would be united in protest against auction bidding, but this is not the case. There are some theatremen who believe that they cannot be worse off than they are now, in the buying sense, and they are prepared to pay any dis-

tributor's price to break into the market which up to now has been closed to them. It remains to be seen whether in cases of this kind the exhibitor can afford a 'product at any price' policy. In any other business, this has been found ruinous, but the theatremen who favor auction bidding think they have nothing to lose, but may gain something. We know several situations where exhibitors already have offered up to 65 to 70 per cent for pictures. Does any sensible person think this is economic? Anyone who has a good memory knows what precedent means in the matter of film prices. Runaway film prices, the logical result of auction selling, must be prevented . . .

"Frankly, exhibitors might as well get themselves in the proper mood for the start of auction bidding. There may be a delay before it begins, but it seems a certainty. We predict dire consequences, but time alone will tell."

Now, 18 years later, yesterday's prediction is today's reality. Abuses of bidding procedures and "blind bidding" are commonplace. Exhibitors look for help to the Department of Justice, which is strangely silent. Procedures that are patently unfair get the D of J's blessing.

Imagine, if you can, top cash guarantees and 90 per cent of the gross over a "fish-cake" house expense. Imagine salesmen offering desperate exhibitors a picture they know has already been sold to a competing theatre in an effort to obtain sky-high terms for another unsold picture. These are not fictional stories. We can document each one.

In the end, of course, no one will really profit. The worst enemies of the motion picture industry are employed by the motion picture industry. That may be ironic, but it is all too true.

Eighteen years ago, the handwriting was on the wall for all to read. Eighteen years later, we are paying the price of refusing to believe our eyes.

### THE IMMATURITY OF YOUTH

SPEAKING OF exhibitor problems as a result of competitive bidding abuses brings to mind two different situations that illustrate quite graphically what might be called the immaturity of youth.

One young executive who was born into a high position in exhibition, and whose golden spoon background led him to believe nothing was impossible for him, willingly got into a ruinous bidding war with competing theatremen. He is learning the hard financial fact that money, position, and youth often are no match for sound business judgment and common sense.

In another instance, a young man, through accident and not initiative, also found himself heading a theatre operation. He is feeling his oats and is trying to measure up as a big operator in the face of strong competition. He defies everyone and is surrounded by yes-men who couldn't get a job elsewhere.

He has instituted bidding in his area, and what is happening to him shouldn't happen to a dog. As one distributor remarked recently, "He must have been dropped on his head when he was a baby. He doesn't even gross his guarantees."

Ah youth! As George Bernard Shaw said, "It's a shame to waste it on the young."

# ALFRED HITCHCOCK'S SUSPENSEFUL SEX MYSTERY



*That  
James  
Bond  
Man  
is in...*

## "MARNIE"

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**'TIPPI' HEDREN · SEAN CONNERY**

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From the novel by **WINSTON GRAHAM** · Directed by **ALFRED HITCHCOCK** · A Universal Release **TECHNICOLOR®**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Gold Bands

Addie Addison, United Artists field representative for the south and southwestern territories, was married in New Orleans to Martha Caldera, of Nicaragua and New Orleans.

### Obituaries

Ethel Livingston Fishbein, long time secretary to motion picture executives in New York, and sister of Jeff Livingston, Mirisch Corporation vice-president, died in Los Angeles. In addition to her brother, she is survived by her mother and a sister.

Roscoe C. Glasmann, Sr., 72, Ogden, Utah, businessman, part owner and general manager of the Orpheum and Paramount theatres, and active in theatre operations since 1928, died of cancer. Survivors are a son and daughter, three grand-children, and three brothers.

Grover Livingston, 54, central division sales manager for Warner Brothers Pictures, died while visiting his son, Richard, on the west coast. He had been with Warners since 1946. Surviving are his widow, two sons, seven brothers, and four sisters.

David Supowitz, 70, noted Philadelphia philanthropist and architect who specialized in designing theatres, died in Einstein Medical Center. He was a past chief barker of Variety Club Tent 13, treasurer of Beth Jacob Schools, and board member of the Federation of Jewish Charities. He is survived by a sister.

### Phila. Guest List Grows

PHILADELPHIA—Variety Club of Philadelphia, Tent 13, will honor Al Glaubinger, recently promoted to UA central division manager, and Bob Friedman, who replaced Glaubinger in the Philadelphia branch, at a dinner at the Bellevue Stratford Hotel on June 1.

UA executives who will attend the dinner include Al Fitter, Milt Cohen, Gene Tunick, Bill Heineman, Fred Goldberg, Al Fisher, Gene Picker, and Jim Velde. Arthur Krim and Robert Benjamin may also come in from New York.

### Suit Charges "Freeloading"

BALTIMORE, MD.—Robert T. Marhenke, Cinema Film Exchange, who has feuded in the past with the motion picture censor board, filed suit to require Norman C. Mason, chairman of the censor group, to refund allegedly improper expense charges to the state.

In Circuit Court, Marhenke obtained a show cause order from Judge Wilson K. Barnes. In addition to Mason, State Comptroller Louis L. Goldstein also was made defendant. The suit asks that Mason be required to reimburse the state for any illegal charges and that the comptroller be ordered to require the reimbursement.

Marhenke alleged that the censor chairman has been "freeloading at the taxpayers expense" by charging hotel bills, meals, telephone calls, taxicabs, and other expenses. The suit said no other censor official had billed such expenses.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., MAY 18

## Hollywood Fair Pavilion— Is It Doing The Job?

From John D. Clark, general manager of the Rank Organization's Odeon Theatre, Leeds, England, comes the following letter:

"As a visitor to the World's Fair recently, I was very disappointed with the Hollywood Pavilion. A few studio sets, some odd costumes, stills and props . . . is this the best that the film industry can do?"

"Here is a wonderful opportunity to show the world what a great business this is. Why not cut out (or drastically reduce) the admission charge? Get hold of some knowledgeable guides. Include something for the children. Remove the souvenir shops—they're all over the Fair anyway. And get top screen personalities to make appearances on a rostrum outside the Pavilion. Install a small 16mm cinema to show an appropriate film. These are just a few ideas which might help to improve the Hollywood Pavilion.

"I feel sure you'll get more letters on this subject. Let's hope they stir up some action!"

Mr. Clark was right. We have received several letters about the Hollywood Pavilion, and they echo Mr. Clark's criticisms. We would welcome additional letters on this subject. The film industry is not gaining any lustre at the World's Fair. This is even more ironic since the most successful exhibits at the Fair depend in large measure on new and exciting uses of motion picture entertainment.

### Exhibs Chiefs Head Drive

NEW YORK—Jack Armstrong, president of National Allied States Association, and John H. Rowley, president of the Theatre Owners of America, in the spirit of unity that has recently marked the relationship between the two national exhibitor organizations, have agreed to serve as exhibitor co-chairmen of the entertainment industry's 1964-1965 fund raising drive on behalf of the Will Rogers Hospital and the O'Donnell Research Laboratories at Saranac Lake, New York, it was announced by Henry H. "Hi" Martin, general chairman.



## BROADWAY GROSSES

### "What A Way" Opens Big

NEW YORK—One good opening, 20th-Fox's "What A Way To Go," Criterion, brightened an average week among the Broadway first runs.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"SOUTH PACIFIC" (20th-Fox). Paramount claimed \$17,500 for the opening week of this reissue on its "Showcase" run.

"THE PINK PANTHER" (UA). Radio City Music Hall, with usual stage show, announced \$86,000 for Thursday through Sunday, with the fourth and final week sure to hit \$130,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille did \$12,000 on the eighth week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the 26th week was \$20,000.

"BECKET" (Paramount). Loew's State announced that the 10th week was \$21,000.

"THE BEST MAN" (UA). Astor reported \$11,000 for the second week.

"DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB" (Columbia). Victoria claimed \$12,000 for the 15th week.

"WHAT A WAY TO GO" (20th-Fox). Criterion stated the opening week would reach \$49,000.

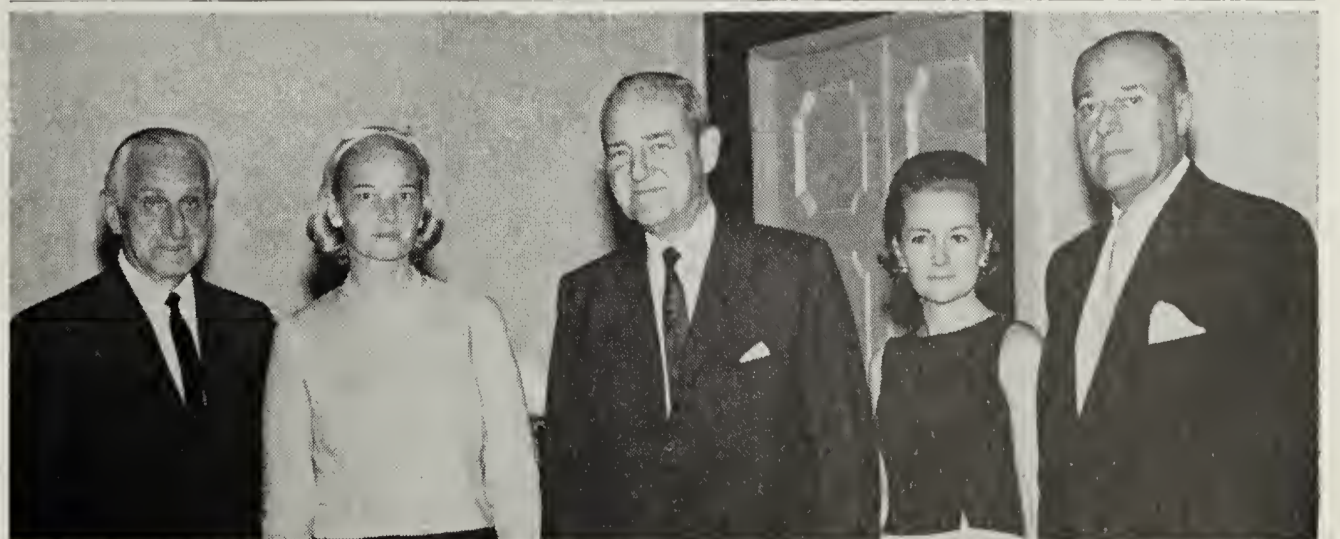
"CLEOPATRA" (20th-Fox). Rivoli did \$13,000 on the 45th week.

"THE WORLD OF HENRY ORIENT" (UA). RKO Palace garnered \$8,000 on the second session.

### Schine Post To Black

NEW YORK—J. Myer Schine, chairman of the board of Schine Enterprises, Inc., announced the appointment of Jon J. Black as executive vice-president.

Black, who is well known in merchandising and investment circles, will, in addition to other executive duties, direct an expansion program under way for further diversification of Schine Industries.



Max A. Cohen, Mrs. Winston F. C. Guest, Ned Depinet, Mrs. Herbert Scheffel, and Samuel Rosen are seen at a recent reception in the Crystal Ballroom of Delmonico's Hotel, New York, where plans were made for the world premiere of Warners' "My Fair Lady" on Oct. 21 at the Criterion for the benefit of the Will Rogers Hospital and O'Donnell Memorial Laboratories.

# View From Oscar's Crystal Ball

**EDITOR'S NOTE:** Oscar A. Brotman, veteran exhibitor, is the operating head of Brotman-Sherman Theatres, Chicago. The circuit includes the Loop, downtown theatre; Carnegie, art house; Hillside, shopping center theatre, and Oasis, drive-in. Leonard Sherman, realtor, is a comparative newcomer to the industry and confines his activities to the real estate end. Oscar usually writes him once a week when Leonard is out of town.

Extensive correspondence with Oscar has proved to be a constant delight. He views the industry situation with realism, leavened by a healthy sense of humor. The following is a letter Oscar figures he might be writing to his partner someday if the business keeps going the way it is going now. With the thought in mind that theatremen don't have much to laugh about these days, we present the letter from Oscar to Len.

The date is JUNE 30, 1969.

Dear Len:

I hope you and the family are well and enjoying your trip. We are all fine.

This is the week that was!

## Monday

Received bid letter from Metro for Christmas, 1974, playdate. Name of the film is "L. B. J.'s Second Term." Do you remember my telling you they should never have run Goldwater. Now, I'm afraid I'm going to have to bid to protect our playdate during that holiday period.

Please don't remind me of the A. T. O. A. (that's the abbreviation of Allied Theatres Owners of America, since they merged) warning on blind bidding. The Dept. of Justice has taken the position that when a film has not been cast, and is over a year away from distribution, it is not considered Blind Bidding. They prefer to call it Slow Suicide.

## Tuesday

Opened with Ingmar Bergman's new smash, "Banana's vs. Nuts," at the Carnegie, to an all time high. Entire story filmed on a banana and nut plantation. No humans in it. The New York critics proclaimed it as the sexiest movie of the year. If you recall, the Chicago Censor Board turned it down five to zero. On appeal, I secured a permit after agreeing to cut two scenes:

- (1) Where the banana peels
- (2) The milking of the coconut.

The 'avante garde' on Rush Street are simply going Wild over it. I do wish Bergman had included some dwarfs in this one as he had in "The Silence," then I could have saved money on the short subjects.

## Wednesday Morning

Received a summons from the Anti-Cruelty to Children Society. It seems I was the only one to refuse to join in a saturation booking for a kiddie matinee showing of "Tom Jones." The Society is accusing me of undue censorship on entertainment deemed enlightening and educational for children.

Len, you have no idea how I miss Shirley Temple.

## Thursday Morning

Received a bid letter from United Artists for Labor Day booking, 1985. Don't laugh, this is serious. It seems Jim Velde's secretary has a grandson who has just turned four and can actually write simple sentences. The entire United Artists' home office figures this kid is a genius and bound to be a great writer. They've signed him up and only paid him \$250,000 for the best seller they know he'll write by the time he's 20. That's why United Artists carefully added another year, making it 1985, to allow for a reasonable shooting schedule. With this type of talent, I could hardly take a chance and refrain from hopping on the Band Wagon. I had to send the bid letter in, but you know me—conservative—so, I held the bid to six weeks and only \$25,000 front money.

## Thursday Afternoon

Sid Deneau and Carl Peppercorn called from New York. You remember them, they used to be general sales managers for Acme, after they left Deluxe, before they worked for General, after leaving Super to try out a sojourn with Reliance. At any rate, they're now with Phollic Symbol Productions, and have an art film made in Israel. It's about an Israel Prime Minister, named ProPhew, who has been dating an anti-semitic shikskeh (gentile girl) on the Q.T. The girl, has been seeing an Arab on the sly, a Turk on weekends, and a Syrian in-between. When the baby arrives, they're at a loss for a name, so they call in Ingmar Bergman, who suggests they name it Banana—after the whole bunch.

Well, it sounds like a fascinating story. But to get to the point, Sid told me I can have the film, first-run, at 110% of the gross.

After two minutes of giving Sid my answer, the operator cut in and said that if I did not refrain from explosive opprobrious epithets, that the Illinois Bell Telephone Company would lose their franchise if they permitted me to continue using their phones.

Carl came on to explain that this was a prestige film and would really establish our Carnegie. Besides, they were only getting 100%. The other 10% was for Israel War Bonds. Obviously, this was a simple and reasonable explanation, and satisfied me, and I told them to mail the contract to me at my psychiatrist's office.

## Late Thursday Afternoon

Hi Martin, of Universal, called. He's moving our date two weeks back on the next Rock Hudson-Doris Day release. It seems the local 16 mm distributor has been complaining that he only has four weeks advance clearance on us. His demand seemed reasonable, so I agreed.

## Friday Morning

Irving Ludwig of Buena Vista, called. He's pulling our show set for next week. Their checker caught us with four water fountains and the coffee bar going full blast at the Hillside, two weeks ago. They claim this cuts down on the percentage they received of the soft drink income. I checked into the contract and I'm afraid they're got us. Paragraph four of their contract provides we're only allowed one water fountain and we are not permitted to give away free coffee. Maybe, if I put a toll gate in the Ladies and Men's Room, and give 'em 50% of the take, they'll reinstate the booking.

Boy, that Buena Vista is tough. Now I'm sorry I helped Disney get started by booking "Snow White and the Seven Dwarfs" the first time around.

## Friday Afternoon

Received a bid letter from Fox on "Diary of Liz." This is going to be on asbestos film. Now, we'll need new projection

(Continued on page 15)

# SENSATIONAL COMBINATION PENS TO SENSATIONAL BUSINESS.



## “The Evil of Frankenstein” — “Nightmare” in 32 theatre multiple launching-Chicago, TOPS ALL THE THRILLERS WITH THRILLING BOXOFFICE RESULTS.

# Steering Committee Named To Study Industry Production Subsidy Plan

NEW YORK—Appointment of a steering committee to complete further details for an overall plan that has been under consideration by representatives of all elements of the industry for the last year, was announced by the Council of Motion Picture Organizations. The plan, it was said, is designed to increase the production of high-quality features and to develop new talent, and to improve the economic health of all branches of the industry. Such a subsidy plan to stimulate production has been under industry consideration for some time.

A permanent chairman of the steering committee will be appointed. Charles E. McCarthy was named secretary. The committee will consist of the following:

Representing COMPO—The COMPO governing committee, consisting of Ben Marcus, Eugene Picker, and Sam Pinanski, with McCarthy, ex-officio.

Representing exhibition—John Rowley, president of TOA; Jack Armstrong, president of National Allied; Marshall Naify, president of United Artists Theatres, and Max A. Cohen, chairman of the board of ITOA in New York.

Representing distribution—Spyros Skouras, Arnold Picker, and Leo Jaffe.

Representing labor—Lester Isaac, representing Richard F. Walsh of IATSE.

Hollywood production groups are represented by Charles Boren, and ex-officio members are Sidney Schreiber, counsel for MPAA; Milton London, executive director of National Allied; Joe Alterman, administrative secretary of TOA.

The first meeting of the steering committee was held last week. Subcommittees were appointed to explore various aspects of the plan. These subcommittees are to report back later to the steering committee at which time recommendations for the whole overall plan will be made by the steering committee to the group of industry leaders who met at the Americana Hotel, most of whom have attended a series of unpublicized meetings on the subsidy plan which have been held over the last year. Those attending the meeting, presided over by Sam Pinanski of Boston, in addition to those already named, were the following:

Leonard Goldenson, president of AB-PT; Harry Mandel, president of RKO Theatres; Si Fabian, president of Stanley Warner Theatres; Robert K. Shapiro, president of MMPTA; Leslie Schwartz, president of Century Theatres; D. John Phillips, executive director of MMPTA; Laurence Tisch, president of Loew's Theatres; Wilbur Snaper, New Jersey Allied; Stuart Aarons, Stanley Warner Theatres; Bernard Levy, AB-PT; Hank Potter, Directors Guild of Hollywood; Ralph Hetzel, acting president of MPAA; Julian Rifkin of Boston, chairman of the Board of TONE; Sol Schwartz, Columbia Pictures; Richard B. Jablow, counsel, Writers Guild of America; and Robert W. Gilbert, Hollywood Film Council.

## Exhib Heads Va. Boys Club

RICHMOND, VA.—Carlton Duffus, Ashland exhibitor and executive secretary of the Virginia Motion Picture Theatre Association, who has been president of the Boy's Club of Richmond for four years, has been elected chairman of its board of directors.

## "Iguana" In Summer Stock Means Exhibs Get Third-Run

COLUMBUS, O. — Metro-Goldwyn-Mayer's "The Night of the Iguana" will be third run by the time central Ohio exhibitors are able to book the Richard Burton feature, said Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio, in a bulletin to exhibitors.

Prickett pointed to the fact that Playhouse-on-the-Green in suburban Worthington and Strollers Dramatic Society of Ohio State University are presenting the play this spring and summer.

"I'm sure that all of our readers are aware of the fact that Ohio State University and all of its many structures are paid for with taxpayers' money and by bond issues such as the one recently approved by the voters, but whose legality is being tested before the Ohio Supreme Court," said Prickett.

"May we assume that Metro, not being able to control these prior engagements when they bought the story rights, will be agreeable to selling the picture in the Columbus area on third-run terms?" asked Prickett.

## Martin Heads Hospital Drive

NEW YORK—Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures Company, has been named national general chairman for the second consecutive year of the entertainment industry's 1964-1965 fund-raising drive on behalf of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories at Saranac Lake, New York, it was announced by Ned E. Depinet, president of the Hospital and the Laboratories.

In announcing Martin's acceptance of the chairmanship for the second consecutive year, Depinet paid tribute to all the distribution and exhibition chairmen and co-chairmen who had expended countless hours of time and effort to help make the 1963-1964 "Encore Sales Managers Drive" the most successful of all the industry drives.

## Six Distributors Agreeable To Halt Blind Bidding

NEW YORK—Acting upon the direction of their respective boards of directors, John H. Rowley, president of Theatre Owners of America, and Jack Armstrong, president of Allied States Association, held meetings with executives of six major distributing companies in an effort to eliminate the practice of blind bidding.

The proposal was received favorably by the officials of the six companies, and further meetings will be held with other distributors in the near future. Distribution officials from Columbia Pictures and Buena Vista were out of town, and meetings with these companies will be held later.

The contacted executives were in accord that blind bidding was an evil trade practice, not only as it affected exhibitors but distributors as well. They were receptive to a fair and reasonable plan for its elimination and agreed that they would discontinue it, provided all other companies went along with their decision.

The meetings, arranged by Rowley and Armstrong, were held with Maurice Goldstein, vice-president and general sales manager, Warner Bros.; Robert H. O'Brien, president, and Morris Lefko, vice-president and general sales manager, Metro-Goldwyn-Mayer; James Velde, vice-president, and Al Fitter, assistant general sales manager, United Artists; Henry H. Martin, vice-president and general sales manager, Universal Pictures; Joseph M. Sugar, vice-president and general sales manager, 20th Century-Fox, and Charles Boasberg, president, Paramount Film Distributing Corp., and Paramount executives Tom Bridge, assistant general sales manager, and Leonard Kaufman, counsel.

## Lee to Embassy Post

NEW YORK—Embassy Pictures has appointed Fenton J. Lee as Minneapolis branch manager, it was announced by D. J. Edele, general sales manager.

Lee, whose appointment is effective immediately, will handle the Minneapolis, Des Moines, Omaha, Kansas City and St. Louis exchange areas for Embassy. He will headquarter at Minneapolis and in Embassy's Kansas City office.

A 30-year veteran of the motion picture industry, Lee was formerly district manager for United Artists, and sales executive with RKO Radio Pictures and Eagle-Lion.



Seen at recent international sales and merchandising meetings on "The Carpetbaggers" at the Paramount International Films home office in New York were, from left, Martin Davis, Paramount vice-president in charge of advertising and publicity; James E. Perkins, president, Paramount International; Joseph E. Levine; Henri Michaud, Paramount's division manager for Continental Europe, North Africa, and the Middle East; Milton Goldstein, assistant to Perkins for special promotions; and Armand Cardea, Paramount International ad-publicity director.

## Walsh Adds Labor Voice Against Admission Tax

WASHINGTON—Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees and Moving Picture Operators, has asked for a hearing before the House Ways and Means Committee to express organized labor's opposition to a continuance of the federal admissions tax on motion picture theatres, when the committee holds hearings on excise taxes starting in June.

In a letter to Leo H. Irwin, chief counsel of the Ways and Means Committee, Walsh said that if his request is granted, Lester B. Isaac would appear before the committee in behalf of the union and "present certain facts and important information."

The request for a hearing followed a similar request made to Irwin by Charles E. McCarthy, executive vice-president of COMPO, writing in behalf of the COMPO tax campaign committee. McCarthy said LaMar Sarra, Florida State Theatres, co-chairman of the COMPO tax committee, would present the industry's case against continuance of the tax.

Representative Wilbur Mills of Arkansas, chairman, House Ways and Means Committee, announced recently that hearings would be held beginning sometime in June on the whole question of excise taxes.

## New Lesser Theatre Set

MOUNT KISCO, N. Y.—Howard Lesser, Ed Linder, and Ronald Lesser have signed a lease on a new theatre to be built in the heart of Yorktown, N. Y., in Westchester County, in the Morton Belove new shopping center called the Yorktown Triangle Shopping Center.

This 600-seat first run de luxe house will be the fourth Howard Lesser theatre in New York State. The others are in Roslyn, L. I., Spring Valley, N. Y., and Mt. Kisco, N. Y.

# Free TV Slated For Calif. Ballot; Citizens Comm. Hits Fraud Charge

## General Cinema Applies For Stock Exchange Spot

BOSTON—General Cinema Corporation (formerly General Drive-In Corporation), has applied for listing on the American Stock Exchange, it was announced by Richard A. Smith, president.

The company, which operates a chain of 72 theatres and 15 bowling centers in 20 states, is an industry leader in the development of theatres in shopping centers. General Cinema now operates 20 shopping center theatres, of which 18 have been built in the past three years, and 15 others will be opened by the end of 1964, according to General's president.

The company's shares are currently traded over-the-counter, with a 1964 bid price range of 9-5/8 to 10-3/4.

## N.Y. WOMPI Elects

NEW YORK—The following were elected as officers, N. Y. WOMPI Club, and installed at Tavern-On-The-Green: President: Hilda Frishman, United Artists; 1st vice president: Donna Matthews, Brandt Theatres; 2nd vice president: Gertrude Pierce, Paramount; corresponding secretary: Millie Tramantano, Warner Bros. Pictures; recording secretary: Dorothy Reeves, Embassy Pictures Corp.; Treasurer: Audrey Finkenstadt, Paramount; directors: Ellen Fischl, United Artists; Judy Simbrow, Embassy Pictures; Clarice Hausman, Paramount; Sadie Castanza, Triangle Theatres.

LOS ANGELES—"The Secretary of State's announcement that the Free-TV initiative is qualified for the November 3 General Election Ballot by a record breaking number of signatures reflects the efforts of people from all walks of life to preserve Free-TV in the California home," said Don Belding, state chairman of the Citizens Committee for Free-TV which spearheaded the 1,000,000 signature campaign.

The number of signatures qualified, 675,431, broke the previous record of 633,230 filed on a school measure in the 1950's Belding said.

Only 468,259 signatures were needed to qualify the measure which would invalidate the Pay-TV law rushed through the Legislature in only 8 days last year, bypassing the Federal Communications Commission which has granted pay television permits in only a few test cities.

"The Pay-TV promoters had charged over 40 percent of our signatures were fraudulent and obtained by fakery and tried to use Los Angeles County Registrar of Voters Ben Hite as their authority," Belding said.

"The claims were so wild and unsubstantiated that Hite complained to the press that the fakery charges attributed to him was without substance, he said.

"In fact, Hite declared that the percentage of signatures certified was 'about normal in such drives.' Hite insisted 'I did not say I, or anybody in my office, had discovered extensive fakery!'"

In Los Angeles County, Belding revealed, 292,981 signatures were certified, or 64 per cent. In San Diego County, 67,702, or 75 per cent were certified. In Ventura County 8,070, or 83 per cent were certified.

Other Southern California counties were Orange, 45,754 or 67 per cent; San Bernardino, 29,191, or 66.6 per cent; Riverside, 18,084, or 67 per cent; Kern County, 12,809, or 67 per cent; Santa Barbara, 5,005 or 77 per cent; Imperial, 1,361, or 59.4 per cent.

## FWC Shifts Managers

LOS ANGELES—A series of managerial promotions and changes for Fox West Coast Theatres in the Los Angeles area are announced by William H. Thedford, Pacific Coast division manager for National General Corporation.

Bill Hertz, manager, Fox, Pomona, moves into the Village Westwood. Succeeding Hertz is Bill Rose, Granada, Ontario. Going to Ontario is Vic Kirk, Fox, Santa Paula, while Dick Dahlgreen checks into Santa Paula. James Peters, assistant manager, Village Westwood, is being upped to manager, Capri, Van Nuys.

## Col. Ups Talent, Story Execs

NEW YORK — Joyce Selznick, who has headed Columbia's talent department in the east, is now undertaking the added responsibilities of eastern talent head for Screen Gems, television subsidiary, it was announced by M. J. Frankovich, Columbia first vice-president in charge of worldwide production.

Christopher Mankiewicz has been named eastern story editor for Columbia, it was also announced by Frankovich. Mankiewicz joined Columbia last August as assistant to Miss Selznick.



Launching the nation-wide "Unsinkable Molly Brown" advertising, promotion, and publicity campaign at a recent New York meeting were Emery Austin, assistant director of advertising, publicity, and promotion; Dan S. Terrell, director of advertising, publicity, and promotion; Morris Lefko, MGM vice-president and general sales manager; and Clark Ramsey, special assistant to the president in charge of marketing.



# Disney Reports Strong Half-Year; Pays College Tab For Employees

BURBANK, CALIF., May 13—Consolidated net profit of Walt Disney Productions and its five wholly-owned domestic subsidiaries for the six months ended April 4, 1964 (27 weeks) was \$2,803,000, equal to \$1.57 per share on 1,780,337 common shares outstanding after provision for taxes of \$2,980,000, President Roy O. Disney said in an interim report to shareholders.

The corresponding period ended March 30, 1963 (26 weeks) showed a net profit of \$2,577,000, equal to \$1.49 per share on the 1,725,049 common shares then outstanding after provision for taxes of \$2,767,000.

Gross income for the six months (27 weeks) was \$37,257,000 as compared with \$32,242,000 for the related (26 weeks) period last year.

Attendance at Disneyland Park totaled 1,741,550 as compared with the corresponding period last year of 1,378,231, an increase of 363,319 due primarily to the additional week in this year's figures and the fact that the big Easter Week is included in this year's six months. Last year, Easter fell in the second six months period.

The company also announced the establishment of a new college scholarship program and has awarded four full tuition and eight half-tuition scholarships to sons and daughters of employees of Walt Disney Productions and its subsidiaries and associated companies.

The first winners of full tuition scholarships were awarded to Lee Coats, Burbank, son of WED Enterprises art director Claude Coats; Ronald Dishman, Los Angeles, son of studio film technician Arthur Dishman; Barbara Ettinger, Anaheim, daughter of Disneyland marketing director Ed Ettinger, and Mary Laird, Atlanta, daughter of Buena Vista district sales supervisor Ken Laird.

Those who will be attending college under half-tuition scholarships are Daniel Broughton, Burbank, son of studio optical printer operator Bob Broughton; Linda Holton, Los Angeles, daughter of studio electrical technician Jack Holton; Laurel Houser, Northridge, daughter of WED Enterprises draftsman Morris Houser.

Michael Jackson, Glendale, son of studio librarian Carol Jackson; Prudence Nater, Glendale, daughter of Buena Vista's 16mm division vice president Carl Nater; Joyanne Shemkus, Santa Ana, daughter of Disneyland wardrobe specialist, Anna Shemkus; Patricia Varkle, Cleveland, daughter of Buena Vista district manager Ted Levy; and Virginia Verity, North Hollywood, daughter of studio production manager Erwin Verity.

## Film On Assassination

HOLLYWOOD—A documentary motion picture dealing with the events surrounding President Kennedy's assassination has been set by Wolper Productions for release this September, announced executive producer David L. Wolper.

"Four Days in November" will be produced in association with United Press International and will be distributed worldwide by United Artists. The Wolper production will be under the supervision of producer-director Mel Stuart.

The 90-minute film will include footage of the Kennedy assassination and will utilize the extensive films and research facilities of UPI.

## Md. Censor Case Appealed To U.S. Supreme Court

BALTIMORE, MD.—The U. S. Supreme Court has been asked to review Maryland's conviction of Ronald Freedman, manager, Rex, Baltimore, for having violated the state's censor law in exhibiting "Revenge At Daybreak" without submitting it to the censors.

Freedman's conviction with a \$25 fine was recently upheld by the Maryland Court of Appeals which rejected his attorney's claim that the First and 14th amendments of the U. S. Constitution were at issue, and based its findings on the Maryland censor law.

It was conceded by the censors that the film, a Times Film Corporation release, was not objectionable and would have been passed had it been submitted.

## Southern Exhibs Urged To Fight Daylight Time

TULSA, Okla.—L. E. Snyder, Jr., president, Modern Theatres, Inc., operating the Orpheum, Apache, and Bellaire here, urged all exhibitors in the south to join the fight against daylight saving time.

This was in answer to a plea to Congress by Representative Richard Fulton, Democrat, Tennessee, who asked enactment of his bill which would put the entire nation on the same daylight time basis by requiring that all clocks be advanced one hour the last Sunday of April and set back an hour the last Sunday in October.

Snyder points out that "this would be a disaster for the entire southern states as far as drive-in theatres are concerned, and it would also hurt the indoor houses. We experienced daylight saving time in Bartlesville the year before last, and the gross dropped over 50 per cent in the drive-ins, and from 35 per cent to 40 per cent in the indoor house.

Snyder has enlisted the aid of R. L. Bostick, National Theatre Supply Company, Memphis, to contact the theatre owners of Tennessee and attempt to persuade Representative Fulton to withdraw his bill.



Robert H. O'Brien, president, MGM, recently announced in New York the signing of a distribution arrangement with Samuel Goldwyn, Jr., and L. Douglas Netter, president and vice-president of Tigertail Productions, Inc., for the release of "The Young Lovers," produced and directed by Goldwyn.

## Ad Agency Network Set For Local Film Campaigns

HOLLYWOOD—An unprecedented network of advertising agencies spanning the nation to serve the motion picture industry has been created by Mort Goodman of The Goodman Organization of Los Angeles.

Devised to serve any producer with "grass roots" effectiveness in 23 major markets of the country, the new agency network already has its first client, AllStar Films, Inc., of Hollywood, a company recently formed for the production and distribution of motion pictures. The first release of the new company is "Love—Italian Style," starring Elke Sommer.

The launching of "Love—Italian Style" will prove a graphic demonstration of how the new network of agencies will function. As the film is booked in a given territory, the agency for that area will step in and function as the representative of the distribution organization in all areas of advertising, promotion, and publicity, working in concert with The Goodman Organization and the exhibitors playing the film.

One of the most important responsibilities of the local agencies will be in the placement of television and radio budgets in their area. The use of this media has become a major factor in the promotion of motion pictures over the past decade and it is estimated that when the final figures are in that a minimum of \$250,000 will have been spent on radio and television advertising for "Love—Italian Style" in its major openings from coast to coast.

"The motion picture industry has matured from its early days where the heavy emphasis was on the ballyhoo and circus approach," Goodman stated. "Today motion pictures are launched with heavy paid advertising campaigns in all media. No motion picture can be successful in any major city without such a campaign.

"Producers long have been searching for a plan such as we now make possible," stated Goodman. "The basic problem has always been the lack of control and supervision of campaigns in key areas where no responsible representative of the producer was present."

Agencies already set as charter members of the group include Wexberg-Arlen Advertising, Inc., Chicago; Queen City Advertising Agency, Charlotte; Paul A. Levi Company, Boston; Sid Balkin & Associates, Houston; The Pettingill Agency, Coral Gables, Fla.; Early Maxwell & Associates, Memphis; Nemer Advertising Agency, Minneapolis; All America Advertising, New Orleans; Demiris, Rice & Associates, Inc., Salt Lake City; Jack Wodell & Associates, San Francisco; Ernest S. Johnston Advertising, Washington, D. C.; Ahnevant Advertising Agency, Atlanta; Mildred Siegel Advertising, Cleveland; Nathan S. Wise Advertising, Cincinnati; Feldman & Kahn, Inc., Pittsburgh; Mercury Advertising, Inc., Kansas City; Harry Bortnick Advertising, Philadelphia; Arthur Enterprises, St. Louis; and Gustav Marx Advertising Agency, Milwaukee.

The Getschal Company, New York based agency, has been named as eastern anchor in the new agency network. Headed by Budd Getschal, the shop represents a variety of clients including toy manufacturers, hotels, and appliance distributors. Prior to entering the agency field, Getschal was with Warner Bros. and Paramount.

## ABC Vending May Appeal FTC Divestiture Orders

WASHINGTON, D. C.—Federal Trade Commission Hearing Examiner Edgar A. Buttle ordered ABC Vending Corporation to divest itself of two competitors in the film theatre vending concession business, Confection Cabinet and Charles Sweets Company, which ABC acquired in 1957.

A double appeal of the order to the full Commission is expected.

Buttle said ABC's acquisition of Confection Cabinet increased ABC's domination in the New York film exchange area, while acquisition of Charles Sweets Companies increased domination in the Philadelphia exchange area.

Dismissed were allegations that ABC engaged in unfair practices through use of its dominant economic and market power to preclude competition by granting loans and entering into unreasonably long-term contracts with theatre owners for the concession rights, from three to 10 years, and commanding and receiving favored treatment from suppliers.

While refusing to interfere with the business practices the FTC complaint wanted stopped, the hearing examiner also decreed that ABC can not buy out any other movie concessionaires for a 10-year period without prior approval of the FTC.

Buttle ruled also that theatre operators need the loans. He said divestiture would be sufficient to take any unfair trade teeth from the practices.

Only the acquisition of the competitors gives "anti-competitive impact" to the practices, and the divestitures will cure that, it was ruled.

## RKO, WB Win Suit

NEW YORK—The United States Court of Appeals here affirmed the judgment of the United States District Court for the Southern District of New York in favor of RKO Tele-radio Pictures, Inc., and Warner Bros. Pictures, Inc., in the copyright infringement action brought against them by Norman Mailer, author of "The Naked And The Dead."

RKO acquired the right to produce a motion picture based on "The Naked And The Dead" under a contract which specified that all rights would revert to Mailer unless production of the motion picture was completed within three and one-half years following the date of the contract. Warner Bros. released the picture nationally in August, 1958.

Both courts determined that RKO had completed the motion picture by the date required in the contract, although Mailer claimed that the motion picture rights had reverted to him because certain changes, including an original music track, were substituted after the reversion date.

## Variety Names 11 Barkers

LOS ANGELES—Eleven new barkers have been added to the membership of Variety Club, Tent 25, during its membership campaign continuing through May, Frank Ellersbroek, executive director, has announced.

They are: Herman Fields, Irwin O. Spiegel, Anthony Carras, Merle M. Greenstein, Harry Wineberg, Al Simms, Robert S. Levy, Roland H. Wiley, Christopher V. Holmes, Michael Zide and Syd Cassyd.

Tent 25 is one of 36 tents, including Variety Club of Great Britain and Variety Club of Ireland, with more than 10,000 members affiliated with show business.

# Three Detroit Circuits In Pact To Build New 1,350 Seat House

By ARTHUR HERZOG  
MPE Detroit Bureau



During a recent visit to Universal City Studios, Schine Theatre executives Donald Schine, Seymour H. Evans, and George Lynch dropped in on Gina Lollobrigida on the set of "Strange Bedfellows."

## "Summer Fun" Keynotes WB Promotion Conference

NEW YORK—"Summer fun" is the keynote for the promotional campaigns Warner Bros. is launching for its big hot-weather releases, "Robin and the 7 Hoods" and "Ensign Pulver."

That's the tone that was struck at the company's national promotional conference in the Sherry-Netherland Hotel here by Richard Lederer, vice-president and director of advertising and publicity; Joe Hyams, national publicity manager; Ernie Grossman, national director of exploitation and promotion; and Max Stein, advertising manager.

All four stressed the "summer fun" theme in advertising, publicity, and exploitation for "Robin" and "Pulver," both of which will go into national release on June 27.

In every locality, they emphasized the promotional campaigns for both films will give the public the feeling "of laughs and having a good time" in keeping with the vacation season.

The conference devoted its second day entirely to the campaign for the forthcoming roadshow engagements of the \$17,000,000 production of "My Fair Lady," starring Audrey Hepburn and Rex Harrison.

Conference participants included western coordinator W. W. Brumberg, field representatives Frank Casey of Chicago, J. D. Woodward of Atlanta, Irving Blumberg of Philadelphia, Don Walker of Kansas City, Kevin Genter of Dallas, Jack Wodell of San Francisco, Beverly Beltaire of Detroit, Floyd Fitzsimmons of Boston, and Canadian publicity director Al Dubin.

## Cassel Rejoins MGM Int.

NEW YORK—Alvin Cassel, who began his film career with Metro-Goldwyn-Mayer International in 1946, has returned to the company as general manager of the Philippines and supervisor of Taiwan, Vietnam, Indonesia, and Guam.

Cassel joined MGM following military service in World War II, and served in the West Indies and Manila until 1956 when he joined Universal International: He worked for U-I in Singapore and Japan.

They're doing it again! Some time since these columns told the unusual story of a group of three of the city's largest circuits who found competition and cooperation compatible—both in institutional advertising and in actual operation.

The principals involved are officials of community Theatres, Detroit Suburban Theatres and Wisper & Wetsman Theatres.

Through the instrument of Northland Cinema, Inc., they have once more joined hands. Jointly, Horace Carpenter, Jr., vice president and general manager of Shopping Centers, Inc., and Eugene Sloan and Irving Goldberg, president and secretary respectively of Northland Cinema, Inc., announce construction will begin late this summer on a new indoor theatre to seat 1,350, located in the Northland Center.

This, the largest shopping center in the world, was constructed a decade ago by the J. L. Hudson Company of Detroit, second largest department store in the land.

The architect is T. Rogvov and Associates, designers of many theatres. Opening date is tentatively scheduled for spring, 1965.

Carpenter said "The idea of a theatre at Northland Center has been researched for years. Actual negotiations were started several years ago and were handled by Foster Winter (a vice-president of Shopping Centers, Inc.) and Lew Wisper, William M. Wetsman, Eugene and Richard Sloan and Irving and Adolph Goldberg. . . . Northland Cinema will be the most impressive motion picture theatre to be built in the U. S. since World War II and will feature the most elegant of furniture, fixtures and decorations thus complementing Northland. . . . Northland Cinema will be in keeping with the reputation established and being furthered by other new projects and will be an important and valuable addition to the whole complex."

It was also revealed that this ultra-modern Theatre "will be equipped for every existing and contemplated motion picture process including 70mm, Todd-AO, and Cinerama, giving Northland Center a flexibility that has not previously been perfected in any existing motion picture theatre."

The exhibitors involved first got together as partners as well as competitors, when, about a year-and-a-half ago they had constructed and opened the first new house in this area in sixteen years, the Terrace.

They followed this move by acquiring the downtown Adams, which they promptly modernized, redecorated and opened on first-run policy.

They are also leaders in the Metropolitan Exhibitors of Detroit, a business-building group which in its eighth year, 1963, spent over \$300,000 in 70 campaigns above and beyond the normal budgets of twenty suburban houses and eleven drive-ins involved. (Motion Picture Exhibitor April 29.)

Said Richard Sloan: "The motion picture industry long dormant in terms of new theatre construction is currently undergoing a delayed resurgence with new outlying theatres built primarily as a part of or very close to major shopping centers."

Suburban Detroit Theatres, of which Richard Sloan is president, will manage Northland Cinema.

# Film Unions, Guilds Fete Goldwyn For Faith In Hollywood's Future

HOLLYWOOD—For again demonstrating his faith in the future of Hollywood and the American film industry," Samuel Goldwyn was honored by every Hollywood craft union and talent guild in an unprecedented industry-wide and civic ceremony at the Samuel Goldwyn Studios, with George J. Flaherty, president of the Hollywood A. F. L. Film Council, representing more than 24,000 employees in the motion picture industry, and Mayor Samuel W. Yorty heading the host of dignitaries in attendance.

By unanimous motion, the Film Council officially honored the 82-year-old elder statesman and presented him with a bronze testimonial plaque, signed by 39 craft unions and guilds in official recognition of his faith in the future as evidenced by the construction of the new buildings at the Samuel Goldwyn Studios.

George Chandler, acting president of the Screen Actors Guild, chaired the program and introduced the speakers, who included Billy Wilder, Harry Bardt, Natalie Wood, Supervisor Ernest E. Debs, Mayor Yorty, Flaherty, and Goldwyn.

Accepting the honor, Goldwyn said, "I thank you from the bottom of my heart for the very nice things you have all been kind enough to say about me. One of the finest things a man can possess is the respect of the people he has worked with practically all his life. That is why what you say means so much to me .

"Hollywood has been my life for over half a century. All that I am, and all that I have been, is the result of what I have done in Hollywood—and what Hollywood has done for me.

"Things are a lot different here today than what they were when I first came here, 52 years ago—and that is as it should be. But one thing has remained the same over the years—the best place in the world to make pictures is right here in Hollywood. I am very proud of the fact that I have never made a picture any place but right here in Hollywood.

"I am often asked what I think about the future of Hollywood. I believe that "actions speak louder than words" and my opinion of Hollywood's future is summed up in the action I took in putting up these stages. You don't undertake an investment like this unless you have the most complete confidence in the future. This is exactly what I do have.

"However, these stages represent a good deal more than money. They represent the faith and confidence and the enthusiasm that all of you, as well as myself, have for our industry in the years ahead. I am certain that Hollywood will not only retain its position as the capital of the world but will move on to greater heights than it has ever reached before."

## New Warner TV Sales Reps

BURBANK, CALIF.—Warner Bros. has entered into an agreement with Creative Management Associates whereby the agency will act as exclusive sales representatives for Warner Bros. television network programs.

The deal was consummated by Wm. T. Orr, executive producer of Warner Bros. television division and Freddie Fields, president of CMA.

## Heston Returns Col. Salary In Dispute Over "Dundee"

HOLLYWOOD—Charleton Heston, upon his return from Mexico after completing his starring role in "Major Dundee" for Columbia Pictures, announced that he and director Sam Peckinpah had differed sharply with the studio on the creative concept of two important sequences in the film, as well as on the time scheduled to film them. Heston stated that, although he felt totally committed to Peckinpah's concept, he was aware of the increase in the total cost of the production this decision represented.

Heston's contract for "Major Dundee," made under an old commitment to Columbia, included no creative approvals, and since the studio had nevertheless been generous in granting him full consultation rights throughout the preparation and shooting of the picture, the actor said he felt his responsibility to the studio could only be ethically discharged by offering to return to Columbia all of the six-figure salary he was paid for the film.

"I have every hope," said the actor, "that the film itself will be compensation enough."

Heston's offer has been accepted by Columbia.

## Phila. Area Showmen Hear "Yogi Bear" Plans

PHILADELPHIA—Top exhibitors and circuit executives from throughout the eastern Pennsylvania area gathered at Columbia Pictures' headquarters here to learn the details of Columbia's plan for intensive promotional coverage for Hanna-Barbera's full-length animated color feature, "Hey There, It's Yogi Bear."

Chaired by Milt Young, Philadelphia exploiter for Columbia, the meeting featured comprehensive reports from exploitation specialists Allan Nathan, home office exploitation department, and Sid Balkin, special coordinator on the film. Other Columbia representatives were Harry Weiner, branch manager; Jerry Levy, sales manager; and Tony Lamonica, office manager.

The exhibitors and circuit executives attending the session saw the Hanna-Barbera animated film at a special screening before luncheon and business sessions. At the meeting, a complete local-national campaign for the Columbia Pictures release was outlined, including local implementations of the encompassing 20-point merchandising bonanza described earlier by Columbia vice-president Robert S. Ferguson.

## Callahan New AA Boston Mgr.

NEW YORK—Ernest Sands, Allied Artists' general sales manager, announced the appointment of J. E. Callahan as manager of the AA Boston branch. Callahan was sales manager and replaces Ben Abrams, recently resigned.

He joined AA as Omaha branch manager in 1945 and has served as Boston city salesman since 1953.

## Cinerama Sees Innovations As Developmental Guides

NEW YORK—In the past few weeks a quartet of unusual new motion picture ideas have been put on public display by Cinerama, Inc. ranging from portable movie theatres and ultra-wide screen drive-ins to experimental film processes at the World's Fair.

In total, the Co. said they reveal a major step forward in the art of motion picture production and exhibition, and indicate the pattern of much future development for the entertainment industry.

In the small town of Richmond, England, just outside of London, the world's first mobile movie house was premiered. Much like a circus tent, the plastic-treated canvas portable movie house will stay several weeks at a location, then moved many miles away to a new locale. Intended for use in the less-populous areas of the world, Cinerama has 50 of these thousand-seat tent theatres in the planning stage for Europe, Africa, the Middle and Far East, and the United States.

Cinerama has just opened a drive-in theatre, it claims has many problems presented by the need for a huge screen and ultra-powerful projection equipment. Pacific's Century Drive-in, an 1100-car outdoor theatre in Inglewood, California, opened in late April featuring the world's largest motion picture screen. Audiences have been enthusiastic about the open-air results, and a great many additional Cinerama drive-ins are scheduled for the exhibition program.

At the New York World's Fair, Cinerama is responsible for two of the most startling film techniques ever shown anywhere. At the Federal Pavilion, the film company has created for the United States Government a new exhibition system in which the audience, seated in large open vehicles, is carried through a 1/4 mile-long "tunnel" comprised mostly of 120 movie screens of various shapes and sizes.

At the Transportation and Travel Pavilion, Cinerama is showing its much-heralded "Spacearium-360 degree" film process, in which viewers seated in swivel chairs look up into the inner-side of a massive domed screen.

## Taiwan Leads Col. Int. Sales

NEW YORK—Taiwan is leading the world in Columbia Pictures International's \$40,000 Fortieth Anniversary Sales and Billing Drive, according to Mo Rothman, executive vice president of the Columbia Pictures subsidiary. The drive has just completed its twelfth of 17 weeks.

Leading territories in the drive, following Taiwan, are Sweden and Austria.

Among individual branch offices competing in the drive, three United Kingdom offices hold the three top slots. They are: Glasgow, Birmingham and London. Other branches heading the list are Mendoza (Argentina), Cardiff, Paris, Milan and Frankfurt, in that order.

## Screen Gems Profit Up

NEW YORK — A. Schneider, president, Screen Gems, Columbia's television film producing and distributing subsidiary, revealed that net profit, after taxes, for the nine months ended March 28 was \$2,978,000 or \$1.17 a share. This compares with \$2,783,000 or \$1.10 a share for the same period in 1963.

## Embassy Sales Convention Maps Plans To Year-End

NEW YORK—Embassy Pictures will hold its second annual national sales convention here, May 21-23, it was announced by D. J. Edele, general sales manager.

Marketing and sales plans for the company's releases during the second half of 1964 will be formulated during the three-day conclave.

Convening all executive personnel from Embassy's home office and 11 distribution branches around the country, the meeting will be held at the Hilton Hotel.

Joseph E. Levine, president, and Leonard Lightstone, executive vice-president, will address the opening session.

Field personnel attending the convention will include Joe Wolf, New England division manager, and Hatton Taylor, New England district manager, from Boston; Irving Lomis, east-central district manager, from Philadelphia; Lester Zucker, mid-central district manager, from Cleveland; James Frew, south-eastern division manager, and Buford Styles, south-eastern district manager, from Atlanta; F. J. Lee, Great Plains district manager, from Kansas City; Glenn Fannin, south-western district manager, from Dallas; Si Lax, mid-western district manager, and Arnold Monnette, sales representative, from Chicago; Julius Needleman, western district manager, and Erwin Douglyn, sales representative, from Los Angeles; John O'Leary, north-western district manager, from San Francisco; and Harold Kimmel, Washington branch manager, from Washington, D. C.

Other Embassy Pictures executives who will participate in the meetings include Robert R. Weston, vice-president and assistant to Lightstone; Julius Sprechman, vice-president and comptroller; E. Jonny Graff, vice-president in charge of television; Lou Steisel, assistant general sales manager; Sid Blumenstock, director of advertising; Charles Cohen, director of exploitation; Harold Rand, director of world publicity; Larry Ayers, home-office sales control manager; John Downing, manager of exchange operations; Bert Anshein, manager of print and booking departments; and Harry Margolis, Metropolitan district manager.

## Detroit Barbers, Beware

DETROIT—Yeah Yeah, there's good news here for some exhibitor who will book the first Beatle picture, assuming he pays no more than 99 per cent for it.

The indication came when tickets for the mop-headed ones' personal appearance here went on sale. They give two concerts (or howlings, wailings, rollings, you describe it) here Sept. 6 at Olympia Stadium. Let it be noted Olympia, including standees, holds 15,000.

The top priced tickets are \$5. Every last one was sold the first day the box office opened. Each day since, there are long queues while mail orders roll in.

About the time this appears, the box office will probably close.

# The NEW YORK Scene

By Mel Konecoff

WHOEVER WOULD HAVE THOUGHT that taking a subway ride was going to be one of the events of the season, socially or otherwise? Millions of people in this city do it every day and accept it as a necessary chore in order to get to work. Anyhow, last week saw several hundred formally-attired celebrities, socialites, and press representatives celebrate Subway Day at the World's Fair, along with the world premiere of 20th Century-Fox's comedy, "What A Way To Go," also at the Fair.

It all started at seven p.m. with a band, dancers, photographs, a ceremony, etc., on the Times Square station of the IRT Flushing Line, and when a line of specially decorated subway cars pulled alongside the platform, the rush for seats was on. The various cars were supposed to have been decorated in varying motifs, but we were darned if we were going to give up our seat to fight our way through the mobs to doublecheck this. As we went through the various stations, the expressions of the people waiting for trains was something to see. They gaped at the balloons, colored crepe hangings, and tuxedos on the straphangers, and some were seen to shake their heads in disbelief, especially if they happened to catch sight of Shirley MacLaine, Paul Newman, Bob Cummings, or the others who were in attendance.

At the Fair, six stories atop the Better Living Center, the guests indulged in champagne and foods from different nations, after which they went to the Beech-Nut Theatre, from which the press was excluded, to see the film. The affair was well-covered by photographers, radio, and tv, and by Fox's vice-president Jonas Rosenfield, Jr., his hard-working staff, and press people.

**MANY HAPPY RETURNS:** American International Pictures' top executives, led by president Jim Nicholson and executive vice-president Sam Arkoff, gathered exhibitors, franchise holders, and press representatives at the Hawaii Kai Restaurant to help in the celebration of the company's 10th anniversary. Afterwards, a promotion reel of scenes from upcoming pictures was shown.

Nicholson noted that the company made 150 pictures over the past decade, and he predicted that the next 10 years will produce some fine results. Arkoff remarked that the embryo period is past for the company, and he would now like to see equal treatment. Buddy Hackett was another guest of honor.

Special 10th anniversary sales kits, prepared by Milt Moritz, director of advertising and publicity, were distributed, with many sales aids included on "Masque of the Red Death," "Bikini Beach," "Black Sabbath," and "Muscle Beach Party."

Among exhibitors noted in attendance were Art Tolchin, Bernie Meyerson, Ernie Emerling, Harry Mandel, Fred Herkowitz, Ernest Shapiro, Pat Grosso, Blanche Livingston, Ida Cohen, Jerry Horowitz, Peggy Donnelly, Henry Goldman, Rose Deutsch, Ed Schuman, Walter Reader, Phil Levine, Ben Drexler, Irving Dollinger, Lou Allerhand, Allan Pinsker, Morty Lightstone, Thomas Pozin, Sylvan Schein, Irving Kaplan, etc. Among the franchise holders were Harvey Appell, Harold Levin, Ed Heiber, Joe Quinlivan, Howard Mahler, George Waldman, Jack Keegan, Jerry Sandy, Jerry Soloway, Minna Zackem.

**HAPPY ANNIVERSARY:** The Variety Club of New York gathered at the Hotel Astor for a special luncheon honoring the 50th anniversary of the Catholic Actors Guild, which saw chief barker Jack Levin present a special citation to actor Merv Griffin, a member of the CAG executive board, and theatreman Harry Brandt present flowers to Mrs. Horace McMahan, wife of the CAG president, and a plaque to McMahan. The latter was touched by the tribute, thanking Variety for its interest and for the open hospitality shown all actors in Tents across the country.

One of the chief speakers was Deputy Mayor Edward Cavanagh, Jr., who also paid tribute to McMahan and the Guild and presented good wishes from Mayor Robert F. Wagner. Others on the program were Toots Shor, Al Kelly, Jack Levin, Charles Smakwitz, Ed Lachman, George Waldman, "Tommy" Waldman, and Mrs. Margaret Okun, present after a lengthy illness. Mort Sunshine was luncheon chairman, and Harry Herschfield was toastmaster.

Also aboard the dais were Claude A. Giroux, license commissioner Joseph Di Carlo, Burton Robbins, Maury Goldstein, Harry Mandel, Jim Velde, Salah Hassanein, Charles Alicoate, Louis Sobel, Martin Begley, Milton London, Jack Armstrong, Bill Heineman, and Bernard Kranze.

**INTERPLANETARY EXCURSION:** Aubrey Schenck produced a space film entitled "Robinson Crusoe on Mars" for Paramount release this summer, which Joe Friedman, assistant advertising and publicity director, called an exploitation man's dream with at least 100 selling ideas. Schenck thought that this could mark the start of another science fiction film cycle, with youngsters and others concerned with modern space ventures making for ready and willing audiences. He said they have stuck to realism and fact instead of trying to phony it up with all kinds of monsters, etc., and the result has been widely applauded by exhibitors and others.

Schenck believed that the astronaut with tanks of air on his back will replace the cowboy with gun on hip in the affections and dreams of youngsters. He paid tribute to Paramount for allowing him free reign and for providing at least a million and a half dollars with no strings. He expects the picture to start playing off early in June and continue through the summer, with most situations covered by Labor Day. It probably will be teamed with another Paramount release in double-feature situations. An expansive promotional campaign is on the planning boards, according to Friedman.

Another reason Schenck was in town was to discuss further production deals with Paramount, having six other properties ready to go. Despite his cycle opinion, none of these are in the science fiction realm.

# LONDON Observations

By Jock MacGregor

IT WAS AN EXTREMELY well earned tribute to Percy Livingstone that for the first time, 20th-Fox held its international convention in London. Seymour Poe, David Raphel, and Jonas Rosenfield headed the New York contingent, and delegates came from Europe, the Middle East, and Africa for what I gather were three crowded, exciting, and inspiring days. Fox certainly has the product coming, and these enthusiasts are determined that it will be sold and exploited to the hilt. Poe hosted a Savoy reception and invited the stars and executives here and the leading circuit personalities to meet the delegates. I was particularly happy to renew acquaintance with Bob Haggiag, who handles this product along with that of other leading distributors in Italy. He has proved a wonderful host when I have visited the Venice Film Festival. I was also delighted to meet Mia Farrow, who took over from Britt Ekland Sellers in "Guns at Batasi." I recalled how one of my first press assignments was meeting her mother, Maureen O'Sullivan, and how upset she was that a double had been used for some underwater scenes in a Tarzan picture. It appeared that she had swum in the nude. Mia suggested that she probably had, and added with a twinkle that there are some offbeat scenes in this picture which she has done without the aid of a double.

IN RETROSPECT, the Cinema Exhibitors Association summer conference at Brighton was the best that I have attended. The happiest feature was the unquestioned optimism of delegates. A few years ago, there was general depression, but now most exhibitors readily admit that there is plenty of money about if you have the right picture. Exhibitors also seem to be better informed. While there was flippancy, mainly from the irrepressible Jack X. Prendergast, there was not one damned fool statement, and that could be a record. Exhibitors were a bit surprised when Walter Eckart revealed that the Star Circuit was in the process of dropping trailers as some, he claimed, did more harm than good, and that business was up. Rank's Kenneth Winckles interjected that he felt it was their most important selling angle. I can only add that my chambermaid at Brighton told me that she was not going to a certain Cinema that week. They had not shown a trailer for the program, and she added, "We all know it's a stinker when they don't show a trailer here." I passed this piece of intelligence to the management concerned.

IT TAKES no delving to observe that even if some producers scream blue murder at the big groups, independent exhibitors do not share these views. Excellent relations do for the most part exist. The ABC and Rank representatives in no way attempt to dominate discussions and are obviously both liked and respected. There was a time when exhibitors loathed Rank distribution policy, but that has all changed. Fred Thomas and his aide, Harold Boodson, are approachable, know their customers well, and with a reputation for square dealing, their word is taken. RFD is really riding high. Most distribution chiefs attended. For the first time, I was conscious of the presence of Michael Klinger of Compton Cameo. In a short time, this company with its meaty middle budget British and foreign pictures has really made its mark. The product is improving consistently, and since they have yet to get a full circuit release, it has much more to offer many theatremen than overplayed epics. He made many friends at Brighton and good will comes a close second to product. Actress Sarah Miles proved herself to be a good scout. When I introduced her to President Peter King, I told him she was running a 100 degree temperature, and he refused to let her take part in the Exhibitors Wants to Know Forum. The London County Council's decision to ban smoking in theatre cinemas came as a blow on the last day of the conference, and is to be fought vigorously as an encroachment on individual rights. Not only would it be difficult to enforce, but it would be a severe blow at the box office.

WHILE MOE ROTHMAN and Columbia's British executives were attending the Cannes Festival screening of "The Pumpkin Eater," it is understood that they took time out to discuss the future of their distribution here. It has been the subject of growing conjecture. Their partners in BLC, the new owners of British Lion, have still to finalise their top personnel or announce any major productions. They have, however, acquired world distribution rights to the American entry, "One Potato, Two Potato." . . . Some 200 show business personalities attended the Variety Club's Star Gala at the Festival Gardens, and once again I was responsible for what has become jokingly—and slightly enviously—known as "Jock's annual treat," the Miss Variety Club beauty contest. I was surrounded at 11 a.m. by 60 bathing belles, and for once found no shortage of barkerettes to help with the elimination contest. It was our biggest and best ever, and press, tv, and newsreel cameramen also had a whale of a time. The ultimate winner was Joanne Ford, one of the 007 beauties in the latest James Bond adventure, "Goldfinger." Incidentally, congratulations to Theo Cowan and John Behr, who have been elected as president and chairman for the year, respectively. Secretary Harry Pease and treasurer Ken Allen remain in office. . . . Technical and marketing experts Graham Dowson, T. A. Law, and Dudley Seward have been upped to the Rank Organization directorate by John Davies. . . . Joe Vegoda is happy that production under Milton Subotsky has started on "Dr. Terror's House of Horrors," with Christopher Lee and Peter Cushing, for Regal release. . . . Glad to hear that Sir Alexander King, Scotland's top exhibitor, is making good progress after his operation. . . . UA is reissuing "The Singing Fool." . . . The fifth International Industrial Film Festival will be held in London in November. Inquiries to Vada Horsch, National Association of Manufacturers, 2 East 48 Street, New York, 17.

## Zimbalist Company Sets Ambitious Production Slate

HOLLYWOOD—Al Zimbalist announced the production schedule for the newly formed "The Zimbalist Company," embracing its own production and distribution facilities.

Zimbalist revealed that all processing for the newly formed company, both color and black and white, will be done by Technicolor. Also, several pictures will be photographed in Technicolor's new process, Techniscope.

Byron Roberts joins the new company as vice-president in command of production.

William Faris, who produced 65 "Gangbuster" tv shows, and the "Ma Barker Story," among other features, is vice-president in charge of operations and will produce three of the scheduled programs.

Arthur Hoerl, novelist, newspaperman, and producer, will serve as executive associate to Zimbalist.

Charles Hannewalt will produce "The Colossal Creature" and "The First Kiss." He will also supervise the first three of Group Thirteen Jules Verne's Features to be filmed in Puerto Rico. William Stein was named comptroller. Max Wilkinson, vice-president, will head eastern literary and talent operations.

The first group of projects in production and near completion are "The Little Hunter," to be produced by Arthur Hoerl, and filmed in Techniscope. Roberts will produce Jules Verne's "Sea Creature"; "King Solomon's Islands"; Edgar Allen Poe's "World Of The Horribles."

William Faris is producing "The Rise And Fall Of Il Duce," to be followed by "Beach Girls." Jack Jacobs, producer-writer, has been set to produce "Taffy" and "No Bed Of Roses."

Zimbalist will produce "The Kiki Roberts Story," "The Well Of Loneliness," and "The Willie Sutton Story" by Quentin Reynolds.

Edward Bernds, who wrote and directed "Return Of The Fly" at 20th-Fox, among some hundred features and tv series, will produce and direct Jules Verne's "King Tyrannosaurus" and "The Skirts Of Sergeant McHugh," in techniscope.

Zimbalist further announced that the company will enter the documentary field with three subjects. The first being prepared for theatrical viewing is "Israel Vs. The Big Goliaths." Second in production stages is "Hollywood's First Lady." Third in assembly stages is "Burlesque, The Lost Art."

The Zimbalist Company owns and will co-present the stage presentation of "Blondes, Brunettes And The Blues." It will be produced by David Kay, and is designed to hit the Broadway boards next fall. Among other properties purchased or under option are "Bachelor Girls," by James C. Ravelle; "The Diary Of Joseph Paul Goebbels," by Donald Zimbalist; "Sweet Georgia Brown," by Bernice Margaret Higgins; "Gigette," by Jane Sara; and "Francois Villon."

## Wood, Sinatra Chair Benefit

HOLLYWOOD—Natalie Wood and Frank Sinatra have accepted posts of co-chairman for Motion Picture Relief Fund benefit premiere of "My Fair Lady," it was announced by George Bagnall, fund president.

Ann and Jack Warner have been named honorary chairman, with Sybil Brand as executive chairman.

The "My Fair Lady" premiere will be held at the Egyptian Theatre, Oct. 28. This will be the first such event to be staged on behalf of the film industry's own charity organization.

## Oscar's Crystal Ball

(Continued from page 6)

equipment again. More expense! Don't say anything, but I'm still mad at Fox about the money they owe me for the "weekly payment plan" covering the shorts I didn't run in the early thirties.

### Late Friday Afternoon

United Artists called again. They wanted to know if I would book a revival of Charlie Chaplin in "Modern Times," at the Loop. I turned them down. I'm still looking for that \$10 adjustment they owe me the first time I ran it.

### Sunday

Spent all day with Joe Levine and Charlie Boasberg. I sold my script, "Ladies Love Murder," to Joe for \$1,000. He resold the title to Paramount for \$250,000 and is retaining the plot for a second feature, which Paramount agreed to buy for half a million.

Joe says he's permitting Paramount to put up all the money to make both films as long as his name appears as the producer. This makes sense and Paramount is to be congratulated because, as Joe will tell you himself, next to me, he's the world's greatest showman.

But to get to the picture—Joe thinks we've got a winner. A great novelty plot. No perversion—no homosexuality—no nymphs—no lesbians—no rape—no sex scenes. Just an old fashioned drama with tears, laughter, and romance. Joe says the public will be shocked by the change and flock in droves to see it. I wonder how much Paramount will charge me to book my own picture.

I have to close now. My eldest granddaughter is now nine. She's been asking me questions about the facts of life. You know how bashful I am on the subject—so I'm taking her out to the Drive-In tonight.

Give my love to the family,  
OSCAR

## CANADIAN Highlights

By Jay Alexander

THEATRE CONSTRUCTION in Canada presents a brighter picture this year than it did in 1963. Plans for a theatre have been announced by Famous Players Canadian Corp., while two affiliated companies, United Century Theatres of Toronto and United Amusement Corp. of Montreal, built a dual auditorium project each. A unique concept in theatre design is offered in the plan jointly announced for a shopping center in Ottawa by John W. Combs, shopping center developer, and N. A. Taylor, president of Twentieth Century Theatres. It will be three auditoria, reached by a central lobby, with the largest auditorium, designed for Cinerama motion pictures, having 800 seats. The second auditorium will have 650 seats, designed for regular motion pictures, and the third will be a cinema for the showing of unusual and off-beat films and will hold 350 seats. Construction is expected to start this summer.

A million-dollar theatre with 908 seats is planned by Famous Players for West Vancouver, B. C., while Barry Allen, developer of three Toronto theatres, has received approval for a drive-in at Bramalea, housing development on the fringe of the Toronto area. An art films policy has been set for the Towne Cinema, Winnipeg, which was formerly the Rose, a 662-seater. A refurbishing program, to cost \$1,000,000, is planned for seven west coast theatres by Odeon Theatres Canada, Limited. This is in addition to its expansion policy, which added nine four-wall houses and seven drive-ins in 15 months.

LARGE-SCREEN television presentations of sporting events and other attractions are still in the development stage, according to the largest producer of such programs in this country. As a result, they are not providing the profits that might be expected for Famous Players Canadian Corp. This was revealed at the company's annual meeting by R. W. Bolstad, president.

Bolstad said that profits in the company were the same in the first quarter "due to losses we have sustained in the presentation of our so-called Eidophor theatres." Bolstad pointed out that attendance was four per cent higher than in the same quarter in 1963, while gross income was up eight per cent. He told shareholders that the company was now re-negotiating contracts for the 1964-65 season, and it is expected that the company will be able to present Montreal games as well as having the games on a much more favorable basis.

THE LARGEST AUDIENCE in the history of Canada's own "Oscar" derby turned out for the presentation of the Canadian Film Awards which wound up the week of meetings by the Association of Motion Picture Producers and Laboratories of Canada. Almost 500 people were present in Toronto when the "best amateur" of 1949 became the "best feature maker" of 1963. Claude Jutra won the award for his "A Tout Prendre," a dramatic movie he wrote, produced, and directed. It was named the best Canadian feature film of 1963. The audience contrasted with the 175 who turned out for the awards just a year ago in Montreal. The top award actually went to a National Film Board production, "Pour la Suite du Monde," judged Canadian Film of the Year. It was also granted a special award for its "visual qualities, perception, and artistry." Some amateur films were mixed in with 16 professionally produced films, mostly shorts and commercials, that also received awards.

Charles H. Everett, Ottawa, was elected president of the AMPPLC at its 16th annual meeting. He steps up from the vice-presidency. Dean Peterson and Roger Beaudry, both of Toronto, are back as first vice-president and second vice-president, respectively. Directors elected were David Bier, Robert Desrosiers, Pierre Harwood, Andre Prefontaine, Mort Lesser, W. C. Kennedy, and E. W. Hamilton.

## AIP Sales Meetings Held

NEW YORK—The first of four regional sales meets was held by American International Pictures here with exchange heads, franchise dealers and exhibitors from the East attending sessions at the Warwick Hotel.

AIP president James H. Nicholson, Samuel Z. Arkoff, executive vice president, Leon P. Blender, vice president in charge of sales, David J. Melamed, vice president for finance, and Milton Moritz, national advertising and publicity director officiated.

A second meeting was held at Chicago's Blackstone Hotel, with others set for New Orleans and Hollywood.

Included in the sessions are exhibitor screenings of "The Masque of the Red Death" and a cocktail party.

Product reels on upcoming releases are being shown and discussion of the AIP 10th Anniversary Sales Drive (July 22 through Aug. 4) given.

Prizes up to \$1,000 are being offered exchange personnel as well as prizes for exhibitors which include savings bonds and an all-expense-paid one week vacation.

More  
light  
+  
slower burn=  
lower costs



**NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**

## ALBANY

Industry contributing memberships in the National Conference of Christians and Jews are being promoted by Herbert Schwartz, Columbia branch manager; and Leon Weston, United Artists salesman. . . . Variety Club raised a goodly sum for Albany's Mentally Retarded School through the sale of "Thrift Pack" books at a booth during the annual Home Show in Washington Avenue Armory. Stanley Warner's television station WAST spotlighted the "Thrift Books" on a closed circuit for "Show" patrons. . . . Steve Quade will relight his Lake, Lake George Village summer situation, June 5. . . . Schine Hotels has added a second motor inn, the former Holiday, renamed the St. Regis, in Massena, and it is being refurbished. . . . Al Collins, after some 40 years as projectionist at the Capitol, Whitehall, was promoted to manager succeeding Howard Loomis, transferred by lessee Joseph Sherman to manage the Whitehall Drive-In. Loomis had piloted the Capitol since the 1920's.

## ATLANTA

Local WOMPI elected officers for 1964-65 at a luncheon held in the banquet room of the Y.M.C.A. Mrs. Neil Middleton, MGM, is president; Mrs. Molly Puckett, Embassy, vice-president; Mrs. Marcelle Kohn, UA, second vice-president; Janice Beirman, Storey Theatres, treasurer; Edythe Bryant, National Screen Service, recording secretary; and Mrs. Mary Jane Keen, Warners, corresponding secretary. Directors elected for two years are Mrs. Johnnie Barnes, Wilby-Kincey; Jean Mullis, Theatre Service; Tillie Shapiro, Southern Poster Printing Company; and Louise Bramblett, Wil-Kin Theatres Service. . . . Robert J. Morris is new at the Paramount exchange in the booking department. . . . Betty Jean Mabry, Paramount accounting department, was married to Sam Schuler of Griffin, Ga. They plan to move to Atlanta from Griffin next month. . . . The father-in-law of Mrs. Louise Cathy, Paramount cashier, died in McDonough, Ga. . . . Joyce Robbins, United Artists' biller, returned to work following an operation. . . . Martin Theatres, Columbus, Ga., announced they will start at once on the building of a new 1,000 seat theatre at the intersection of Campelton Road and the new Lakewood Expressway to cost \$500,000. An early Fall opening is anticipated.

## BOSTON

Sam Richmond, who's been an exhibitor, general manager, and film distributor during his 34 years in the film business, opened a new film distributing office here under the trade name of Sam Richmond Films. Richmond, who was an exhibitor in Lawrence, Mass., and Boston, was general manager of Sack Theatres and left that post to become associated with Second National Pictures of Boston. He was general manager of Sack Theatres for 10 years, and had been associated with Second National around three years. Sam Richmond Films, located in the Music Hall Theatre building, has set for immediate release a diversified schedule of new pictures: "The Sword of El Cid" and "The Black Duke," CinemaScope color combination; a new Marcello Mastroianni comedy drama, "Love A La Carte"; and a group of exploitation and program films headed by "Long Shadows," mystery featuring Susan Hampshire.

## BUFFALO

Says an ad in the Rochester Democrat and Chronicle, placed by the Martina Cinema:

"Memo to our patrons . . . Closed thru Wednesday . . . No—the record-breaking audiences over the past 43 weeks haven't worn out our seats—but in keeping with our traditional policy of the finest in appointments for Cinema patrons, we are installing American Seating Company's Steller Series of Seating . . . luxuriously comfortable and introducing crisp new contemporary lines to theatre seating. . . . It is reported that the Baptist Temple sanctuary in Rochester will be converted to a downtown deluxe motion picture theatre as soon as the congregation moves to its new office, expected to be Jan. 1, 1965. Operators of the theatre will be John Martina and Morris Slotnick, whose present circuit includes the Cinema, Fine Arts, Coronet, and the Stone Ridge, now being completed, and the North Park out-doorer. . . . The Loew, Rochester, has instituted a new service information for area moviegoers who want quick rundowns on the various filmplays. William Laney, manager, is making available via telephone or at the boxoffice of the film information in the Green Sheet, monthly publication of the Film Estimate Board of National Organizations. . . . At the opening of the Amvets Erie County Council convention in Hank Nowak Post 45, a plaque for "outstanding community services" was presented to Nathan R. Dickman, immediate past chief barker of Tent 7, Variety Club of Buffalo, and Michael F. Ellis, Jr., the club's 1961 chief barker. Dickman, partner in B. & D. Enterprises, motion picture distributors, was general chairman of the telethon that benefitted the Rehabilitation Center of the Children's Hospital. Ellis, vice-president, Ellis Advertising Co., headed the 1963 Telethon. . . . Fred Keller, managing director, Circle-Art, broke into his regular Sunday schedule for a symposium on Ingmar Bergman's "The Silence." Members of the panel, whose discussion title was "Art, Pornography, and Religion," were the Rev. Joseph F. Cantillon, SJ, Canisius College; the Rev. Paul Wheaton, Amherst Community Church; and Thomas Benson, State UB drama instructor. Keller acted as moderator.

## CHARLOTTE

North Carolina Theatres, Inc., bought the land and building occupied by the National, Greensboro, N. C., from Jefferson Standard Life Insurance Company for \$110,000, and also has signed a new seven-year lease with Jefferson Standard for the Carolina, Greensboro, at a rental of \$19,000 a year to the lessor. A spokesman for Wilby-Kincey Service Corporation of Atlanta, which controls the two theatres, declined to comment on plans for the National.

## CINCINNATI

Harold Rullman, formerly Columbia salesman, has been appointed branch manager of the local American International exchange. . . . Naomi Reese is new clerk in the J. M. G. Film Co. billing department. . . . Dorothea Lang was the dinner guest of Film Row's One O'Clock luncheon club at Yunger's Cafe. Miss Lang, who is being married in mid-May, has resigned from the MGM office staff. . . . Murray Baker, Continental Distributing division manager, is recuperating nicely from a slipped disc. . . . Philip Borack, Tri-State Theatre Services, was among the Cincinnati guests who attended the Peter F. Rosian testimonial dinner in Cleveland.

## COLUMBUS, O.

"Cleopatra" was held for a ninth week at the New Main and Beechwold, canceling the announced closing of the big feature after an eight weeks' run at the neighborhood houses. New Main and Beechwold announced a first run of "The Best Man" to follow "Cleopatra." . . . Robert McKinley has returned to Loew's Ohio as assistant manager. Harold Walton, who had held that post while McKinley was subbing at Loew's State, Providence, R. I., will be assigned to another Loew theatre. . . . Dan Dailey, stage and screen star, will star in the Kenley Players' production of "Guys and Dolls" at Veterans Memorial the week of June 23. . . . Jim McCafferty is subbing for vacationing Samuel T. Wilson, theatre editor of the Columbus Dispatch. . . . Film houses in the Newark and Granville area will not face competition this summer from the Denison University summer theatre for the first time in 17 years. The tent theatre will not operate for the 1964 season.

## CHICAGO

Jack Cooper joined the "Mickey One" company as publicity director for Columbia's filming here on the picture. . . . Lou Harris, treasurer of Alliance Amusement Circuit, and his wife celebrated their 40th wedding anniversary. . . . Miss Herma Kelly has been appointed to the managerial staff of Today, newsreel theatre in the loop. . . . Balmoral, under Demos Brothers management, has changed its bookings to foreign art films, opening with "Julie, the Redhead." . . . Phil Kaufman and Benjamin Manaster, graduates of the University of Chicago, made a movie on a shoestring in Chicago, called "Goldstein," and have been invited to show it at the Cannes Festival. The film is in black and white and runs for 85 minutes. The young writers, producers, and directors made their film entirely in Chicago at a low budget cost of \$100,000. . . . Edward G. Robinson was guest speaker at a program in the Civic Opera House marking the 16th anniversary of Israel's independence. 3,600 persons attended the occasion, sponsored by the State of Israel Bond drive. . . . Debbie Reynolds and Harve Presnell, stars of "The Unsinkable Mollie Brown," will be here for the film's opening at the Palace May 23. . . . Lotte Tarp was here to boost her Danish movie, "Weekend."

An earlier report was in error as to the opening of "Circus World" at the McVickers. The correct opening date is July 8. . . . John F. Cusack, attorney, was appointed as a member of the motion picture appeal board. . . . Mrs. Anna A. Major, 69, died in an Oak Park nursing home. She was co-founder in 1919 with her late husband, Roscoe, of the Major Equipment Company, manufacturers of stage lighting equipment both in Chicago and Crystal Lake, Ill. . . . Akkineni Rao, film producer from Calcutta, India, was here looking over American film production methods. He reports his latest production, "Immortal Jakkana," will be released soon for American distribution. . . . Robert F. Berg has joined the executive staff of the Filmack Company. . . . Jack Cooper has been named publicity director of the "Mickey One" company, which is a film being made here by Columbia. Arthur Penn is producer, assisted by Harrison Starr. . . . Marianne McDonald, daughter of the late Eugene McDonald, Jr., pioneer of the original Zenith Radio Corp., was recently wed to Robert Cantwell, Jr., well known Chicago

attorney. . . . Stepin Fetchit, well known movie comic, is seriously ill at County Hospital here. Deluged with attention, with well-wishers sending money and messages for his speedy recovery, he is expected to undergo surgery. He has been offered a good-paying job aboard the Sari-S Showboat by Joe Salon as soon as he recovers. . . . Censor board viewed 62 films in March, 18 of which were foreign; three were rejected. . . . Author Gore Vidal was here to boost the premiere opening of "The Best Man" at the State Lake.

## DALLAS

Local actress Carol Gilley has been cast for her first starring role in the locally produced motion picture, "Five Horsemen From Hell," with Rory Calhoun. She has appeared in a number of television shows and in two movies. Shooting on the film is expected to start later this month in the Dallas and Cleburne area. . . . Services were held here for Leon R. Dickson, who had been employed at the downtown Majestic as an electrician for 40 years. He had been retired. . . . The five locally operated Stanley Warner of Texas drive-in theatres gave Hawaiian orchids to all mothers on Mothers Day. . . . Virginia Elliott, member of the Dallas Women of the Motion Picture Industry chapter, has been named to the committee which will nominate the officers to be elected at the 1964 WOMPI national convention in St. Louis in September. . . . Dean Allen, the "Officer Friendly" seen on KRLD-TV here, for the third consecutive year is making a series of personal appearances at Interstate Circuit, Inc., theatres in the area. He opened at the Palace in Corsicana and then appeared at the Campus, Denton, and other situations. . . . Paul Backus, salesman for American International Pictures, is recuperating at his home following a stay in the hospital. . . . Ed Pfeiffer, manager, WFAA, has announced the purchase of a package of 40 feature motion pictures from United Artists Association. The films will be seen on Friday and Saturday nights, and includes such titles as "The Devil's Disciple," "The Fugitive King," "Happy Anniversary," "Hoodlum Priest," "The Horse Soldiers," "Inherit the Wind," and "Vera Cruz." . . . Leon R. Dickson, who had been employed in the downtown Majestic as an electrician for 40 years, died. . . . During the middle two weeks of June, Universal's "Island of the Blue Dolphins" is scheduled to open in some 350 theatres throughout the state. Already some 300 engagements have been set between June 11 and 25. Robert B. Radnitz is expected to return here for the showing of his latest release and will also visit other Texas cities. . . . The Tower has launched a policy of 90 cents children's tickets for the duration of the run of "The Fall of the Roman Empire." The policy will be in effect for all performances and for all seats.

## DENVER

Casper, Wyo., was the scene of another fine get-together of film men and exhibitors with the view in mind of helping sell motion pictures to the public by creating new interest in films. Exhibitors attending the meet, along with film men from the Denver exchange area, were Jim Sutton, Fox, Larimie; Russ Berry, Fox, Cheyenne; and Ray Davis, Fox Intermountain; N. O. Reed, Mesa, Douglas, Wyo.; Jim Stevenson and Bob Heyl, Wyoming, Torrington, Wyo.; Bill Bertelero, Black Hills Amusement Co.; Dick Klein, Trojan, Longmont, Colo.; Mr. and Mrs. Boner, Star, Guernsey, Wyo.; and Fred Knill, Knill Book-

ing Service. . . . All distributors have tickets for the big "Forward Look-'64-'65" meetings to be held at the Brown Palace May 20-21. . . . Contratulations on the 60th anniversary of Mr. and Mrs. Jasper Morgan. Morgan, as so many of us remember, was branch manager of National Theatre Supply until his retirement some 10 years ago.

## HOUSTON

The Irvington, Winkler, Pasadena, Airline, and Hempstead Drive-Ins offered free Beatle photographs to the first 250 patrons attending the drive-ins during the run of the extra added attraction, a first run, "The Beatles Come To Town." On Mother's Day, at 6:30 p.m. each of the drive-ins, operated by Stanley Warner of Texas, held a weiner roast, with prizes and surprises for the mothers and their families. . . . "Tom Jones" in its 13th week at the River Oaks, is the longest running film ever to be shown at the theatre. . . . "From Russia With Love" was the sneak prevue at the Majestic and Metropolitan last Friday. The film opened a regular run on May 14. . . . George Christian, motion picture editor of the Houston Post, is writing a series of articles about the films and stars in Mexico City being made by U. S. film companies. He is covering the shooting of "Love Has Many Faces" and "Major Dundee."

## JACKSONVILLE

Marvin Skinner, local independent booker, has acquired the High Springs Drive-In, High Springs, from former owner Robert Mullis. This gives Marvin a total of three theatres as he recently took over the Fay, Jasper, and the No. 90 Drive-In, Baldwin. He is also continuing with his booking accounts. . . . The Martin, Wildwood, formerly operated by Walter Anson of this city, is now being operated by its new owner, Richard Brown. . . . Harry Dale, owner, Lake, Lake Butler, has leased his second theatre, the Bunnell, Bunnell, to T. L. Watson, who is now in the midst of remodeling activities. . . . Marsha Fraser became a new biller at Universal following the retirement of former biller Patricia Bryan. . . . T. L. Watson has acquired the Bunnell, Bunnell, from former owner Harry Dale. . . . Nat Nathanson, Allied Artists assistant general sales manager from New York, came in for business sessions with Bob Bowers, AA manager here, and his staff. . . . Doug Walker, manager, Meiselman's Cedar Hills, staged a novel advance screening of "Tamahine" the day before opening. Doug invited 300 girls from 30 local junior and senior high schools to a special "hen party" at the Cedar Hills so they could go back to school and recommend the film to fellow students. . . . The May 17-19 annual convention of the Motion Picture Exhibitors of Florida at the Port Paradise Hotel in Crystal River will include three business sessions, three evening cocktail parties, two formal dinners, and special recreational events. The latter will include a free trip to the entertainment complex at Weeki Wachee for the ladies and a golf tournament, under the chairmanship of Carl Floyd, head of Floyd Theatres, for the men.

## MEMPHIS

Connie Richards, entertainment editor The Commercial Appeal, devoted a Sunday feature to a letter from a 12 year old girl. The child questioned the fairness of adult prices for movie admission beginning at 12 years.

She advocated a special fee for the 12 thru 16 year olds. Miss Richards reported that theatre managers agreed the girl had a valid point, but that other teenagers did not support such policies where attempted. . . . Openings in Arkansas for drive-ins include Jacksonville, Jacksonville; Elias, Osceola; and 67, Corning. . . . All Star Drive-In, Holcomb, Mo., is now operating full time. . . . W. F. Ruffin, Jr., has closed the Benton, Benton, Ky. . . . Scenic Drive-In, Bonneville, Miss., has begun full time operation, announces R. V. Reagin. . . . In Tennessee, Raco Drive-In, Covington, has reopened, and Carroll has reopened. Other spring openings for drive-ins include the Laco, Lexington, Tenn. . . . Rowley United Theatres reopened the Ark-Air Drive-In, Clarksville, Ark., and Rivervue Drive-In, Morrilton, Ark. . . . Father Ronald L. Holloway, Chicago Center for Film Study, spoke in Memphis on "The Challenge of Contemporary Cinema." This authority sees a new maturity in the movies, a trend from mere entertainment and escapism to the development of a mature art form. He stated he was impressed with "Hud," "Love With the Proper Stranger," "The Miracle Worker," and "Days of Wine and Roses" as movies with themes of great importance. Father Holloway plans to represent the U. S. this summer at the Venice Film Festival and to study at the British Film Institute. . . . When Joan Crawford arrived at the Memphis airport with 416 pounds of luggage (more than 30 pieces), it became the object of a picture and feature in the local paper. The Academy Award-winning star is going about the country beating the drums for the Pepsi-Cola Company, of which she is a director. The local WOMPI sent a delegation to welcome WOMPI's distinguished member to Memphis, and to present Miss Crawford with an orchid corsage. This greeting committee had as members Mrs. Leone Cooper, Mrs. Helen Guess, Mrs. Juanita Hamblin, all of the Calco Circuit; Mrs. Mary Ann Bartlett, 20th-Fox; and Mrs. Peggy Hogan, United Artists.

## NEW HAVEN-HARTFORD

Milton L. Daly, formerly assistant manager, Stanley Warner Warner, Worcester, Mass., has joined Perakos Theatre Associates as manager, Palace, New Britain, Conn., succeeding Mrs. Lydia Wollman, who resumes cashier capacity at the P-T-A circuit flagship. . . . Russell E. Newton, manager, American Theatre Circuit's Capitol, New London, Conn., has been elected president of the New London Lions Club. . . . A private investor, John G. Betar, Bridgeport, Conn., has contracted with Poli-New England Theatres, Inc. (Loew's Theatres, Inc., wholly-owned subsidiary) to buy the former Loew's Globe, Bridgeport, property for the construction of a 75-suite cooperative office building. The tract is currently leased for parking. . . . Warner Bros.' "The Music Man" was screened at the Bailey Theatres' Whitney, New Haven, at \$1.75 top, for benefit of the St. Francis Home-School Fund. . . . Chester L. Stoddard, president of New England Theatres, Inc. (AB-PT wholly-owned subsidiary), visited Ray McNamara, Allyn, Hart-

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ford, and James Darby, Paramount, New Haven. . . . MGM's "The Unsinkable Molly Brown" will open in early summer at the downtown Allyn, Hartford. . . . The Friedman Brothers, owners of the Art Cinema, have leased the second floor to an arena style legitimate theatre project, to be known as The Image Players. Facility can accommodate 60 persons. Art Cinema, of course, continues as first-run art film outlet. . . . Business-building plan backed by Ollie's Steak House, downtown restaurant, in cooperation with two first-runs, the AB-PT Allyn and Stanley Warner Strand, has been expanded to a third theatre, the first-run, independent E. M. Loew's. Under the plan, the restaurant pays for the price of one adult ticket to a theatre of patron's choice for each couple dining on Monday and Tuesday nights. The policy is first of its kind for Connecticut downtown first-run theatres. . . . Lockwood and Gordon dropped management of the Waterford Drive-In, Waterford, Conn., with sale of the shoreline facility by the Joseph Vercelli-Roche Passero interests to Ray Stone of Dudley, Mass., for an undisclosed sum. L&G had operated the theatre for Vercelli-Passero. Fred Koontz, III, L&G Waterford resident manager for the past several years, will continue at the helm under the Stone banner. Stone also owns and operates the Bridge and Groton, and Norwich Drive-In, Norwich, all in southeastern

Connecticut. . . . William Elder, recently resigned Loew's Theatres, Inc., northeastern division manager, has joined Stanley Warner Theatres as resident manager, deluxe Cinemart, Hamden, Conn. Al Swett, who had been supervising both the Cinemart and the downtown Roger Sherman, New Haven, will henceforth concentrate on the Roger Sherman and also S W zone advertising-publicity.

## NEW ORLEANS

Woolner Brothers Pictures, Inc., have closed their New Orleans office and moved to Hollywood, Cal. In charge of the New Orleans office were Mr. and Mrs. Lawrence Woolner and David Woolner, who will make their home in California. The Woolner's theatre business here consisting of the Airline and Jeff Drive-Ins will be handled by Arthur L. Barnett, theatre representative, who heretofore did the booking and advertising. Sam Talley will continue in the managerial spot of both underskyers. . . . Gulf States Theatres have increased their theatre operation in San Antonio, Texas, with the addition of four drive-ins, the Alamo, Twin Mission, Rigsby and Loop 13. . . . Nick Erdey, who formerly held the reins of the Fox, Livingston, La., has reopened the house which was dark for a year. . . . B. J. Marcantel resumed full time operation of the Pelican Drive-In, Jennings, La. . . . Tom Mix, who before his prolonged hospital confinement operated a one-man pick-up and delivery film service, announced that he had retired. . . . Sympathy is extended to Steve Formato, MGM salesman, on the recent death of his mother, Mrs. Bee Formato, in New York. . . . The WOMPI entertained some 300 orphans at the neighborhood Famous at a "Cowboys and Indians" western theatre party.

## PHILADELPHIA

Variety Club Tent 13 needs a piano for the Camp season. They will pick up and return after the camp season. . . . Samuel Bronston's "Circus World," Paramount release in Cinemas, will follow "It's A Mad, Mad, Mad, Mad World" at the SW Boyd beginning June 25. . . . New Jersey Messenger Service has moved to 1022-32 Spring Street, between Race and Vine Streets. . . . A memorial for Sam Rubin was held for the long time projectionist of Harrisburg, Pa., Local 488, and a labor leader in the capital city. The unveiling took place at Temple Emuna Chapel. . . . Murray Diamond, the premium distributor, was in Hahnemann Hospital. . . . Alan Strulson, former sales manager, 20th-Fox, is now distributor of product formerly handled by the late Jack Jaslow. This includes Janus, Audubon, etc. Strulson may be reached at 314 N. 13th St. . . . Sammy Venus, manager, Milgram's Uptown, was on the sick list. . . . Harry Brillman, Ellis Theatres' booker, returned to his office following his recent illness. . . . Milt Young, Columbia exploiter, denies that bear meat was served at the RDA Club "Hey There, Yogi Bear" luncheon. . . . Leon Cohen, Vine Street Screening Room projectionist, is still talking about that screening he held of Universal's "Wild and Wonderful" for Michel, the talking dog press agent for 'Monsieur Cognac,' the French poodle who makes his screen debut in the film.

## PORTLAND

Dean Matthews, Fox manager, left to assume new duties as Fox-Evergreen manager in Spokane. His successor has not been named. . . . Murray Lafayette, United Artists, was in town to work on "From Russia With

Love" and other product. A preview was arranged for exhibitors at the Fox. . . . Ed Howe, former Columbia studio publicist, on leave to serve as advance agent for King Brothers Circus, was here covering Oregon towns for the tent show. . . . Mrs. J. J. Parker, Parker Theatres, plans to announce to the press the opening of a new "twin theatre" project. The Broadway mezzanine lobby, converted into a nightclub (Cloud Room and later Amato's) about 20 years ago, will be reconstructed as a 450-seater.

## SALT LAKE CITY

"Italian Holiday," a Burton Holmes travel film personally narrated by Andre de la Varre, Jr., played a road-show engagement at the Uptown, the second Holmes' film to play there. . . . The 49th annual Indianapolis 500-mile race on May 30 will be shown at the Utah as part of the nation-wide closed circuit televising of the event. . . . John Krier, Inter-mountain Theatres, Inc., has returned from Hollywood where he previewed Warners' "My Fair Lady" which will open on a reserved seat basis at the Centre next February.

## SAN ANTONIO

William O'Donnell, head of the Cinema Arts Theatre Circuit, with headquarters in Dallas, was a visitor here at the San Antonio city office headed by Tom Powers. O'Donnell reported that he was negotiating for "Becket." The film would be brought here late in the summer and would be shown at the Woodlawn on a road show basis. . . . More than 6,000 persons entered the seventh annual Academy Awards Sweepstakes, sponsored by Interstate Circuit, Inc., and Cinema Arts Theatres and the Express Publishing Co. Miss Patsy A. Brown won first prize, a six month pass for two to any Interstate and Cinema Arts Theatre. Second and third place winners will receive three and two month passes as their prizes. . . . Dick Landsman, president of Statewide Drive-In Theatres, won in the Democratic primary for county commissioner, Precinct 3. Landsman's campaign calling card was good for admission at eight local drive-in theatres. . . . Tom Powers, city manager, Cinema Arts Theatre, has announced that the Laurel this summer will be a mecca for the town's youngsters when school lets out. A series of family movies have been booked into the Laurel almost exclusively for the vacation season. The first, opening May 28, will be the Ivan Tors production of "Rhino." This will be followed by the Walt Disney attraction, "The Three Lives of Thomasina," and the third attraction booked is another Ivan Tors production, "Flipper's New Adventure."

## SEATTLE

Ed Hinchey III, weighing in at 6 lbs., 3 ozs., was born April 21 to Ed and Marie Hinchey II. He's head booker at Seattle's MGM office. Another boy and two girls complete the family. Grandfather Ed Hinchey, New York, is a member of the Motion Picture Pioneers, having been head of the playdate department of Warner Bros. for over a quarter of a century. . . . The State Supreme Court set June 15th as the date for oral arguments in a suit filed by Attorney General John J. O'Connell against Sterling Theatres and several other defendants, including seven major film studios. O'Connell charged Sterling with attempting to monopolize the second-run motion picture theatre business in Seattle.

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# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



MAY 20, 1964

SECTION TWO  
VOL. 71, NO. 19

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

**KEY . . .** Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
- 6309 **GUNFIGHT AT COMANCHE CREEK**—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
- 6306 **GUN HAWK, THE**—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
- NEVER PUT IT IN WRITING**—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
- 6302 **PLAY IT COOL**—MU-74m.—Billy Fury, Anna Paik—5065 (7-10-63)—Fair programmer—English
- 6305 **SHOCK CORRIDOR**—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
- 6401 **SOLDIER IN THE RAIN**—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
- 6403 **STRANGLER, THE**—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
- THIN RED LINE, THE**—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
- 6308 **WAR IS HELL**—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
- 6402 **YANK IN VIET-NAM, A**—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad.

### COMING FEATURES IN ORDER OF RELEASE

- Feb. **LIFE IN DANGER, A**—Derrin Nesbitt, Julie Hopkins
- Mar. **SECRET DOOR, THE**—(C)—Robert Hutton, Sandra Dorne
- May **NAKED KISS, THE**—Constance Towers, Anthony Eisley

### COMING

- BLOOD ON THE ARROW**—(CS; C)—Dale Robertson, Martha Hyer
- MASTER SPY**—Steven Murray, June Thorburn—English
- NIGHT PROWLERS**—Terence Longdon, Jennifer Jayne—English
- PARTY, THE**—Carol Lynley
- TRAIN 349 FROM BERLIN**—Jose Ferrer, Sean Flynn, Nicole Courcel

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 815 **BLACK SABBATH**—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
- 819 **COMEDY OF TERRORS, THE**—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- 822 **COMMANDO**—MD-98m.—Stewart Granger, Dorian Gray—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13**—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
- ERIK THE CONQUEROR**—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- A02 **GOLIATH AND THE VAMPIRES**—MD-91m.—(ColorScope)—Gordon Scott, Glanna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- 812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
- A01 **MUSCLE BEACH PARTY**—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- PYRO**—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
- 813 **SUMMER HOLIDAY**—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
- 804 **TERROR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
- 823 **TORPEDO BAY**—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- 809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
- 805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

### TO BE REVIEWED

- BIKINI BEACH**—(PV; C)—Frankie Avalon, Annette Funicello, Martha Hyer
- CALIFORNIA**—Jock Mahoney
- CAPTIVE CITY**—(C)—David Niven, Ben Gazzara—Italian-made
- DAY THE EARTH FROZE**—(S; C)—Nina Anderson, Jon Powers
- EVIL EYE**—John Saxon, Leticia Roman
- FEAR**—Boris Karloff
- GRAVESIDE STORY, THE**—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
- ITS ALIVE**—(C)—Peter Lorre, Elsa Lanchester
- LAST MAN ON EARTH**—Vincent Price

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

Advance To The Rear . . . . .		MGM
Act One . . . . .	A2	WB
Adorable Julie . . . . .		For.
• Affair At The Villa Fiorita, The . . . . .		WB
All Of Me . . . . .		Misc.
All The Way Home . . . . .	A2	Par.
Alone Against Rome . . . . .		For.
America, America . . . . .	A3	W8
• Americanization of Emily, The . . . . .		MGM
• Amok . . . . .		Fox
And Suddenly It's Murder . . . . .	A2	For.
Any Number Can Win . . . . .	A2	MGM
• Ape Woman, The . . . . .		Emb.
• Aphrodite, Goddess Of Love . . . . .		Emb.
Atom Age Vampire . . . . .		For.
Auntie Mame—Re. . . . .	A3	W8

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Table listing movies under section B with ratings and genres. Includes titles like 'Bandits Of Orgosolo', 'Bandits On The Wind', 'Beach Party', etc.

C

Table listing movies under section C with ratings and genres. Includes titles like 'California', 'Call Me Bwana', 'Captain Newman, M.D.', etc.

D

Table listing movies under section D with ratings and genres. Includes titles like 'Daffy', 'Dark Purpose', 'Day And The Hour', etc.

E

Table listing movies under section E with ratings and genres. Includes titles like 'Easy Life, The', 'East Of Sudan', '8 1/2', etc.

F

Table listing movies under section F with ratings and genres. Includes titles like 'Fall Safe', 'Fall Of The Roman Empire'.

MASQUE OF THE RED DEATH, THE—(PV; C)—Vincent Price, Hazel Court
OPERATION WAR HEAD—Sean Connery, Stanley Holloway
SAMSON AND THE SLAVE QUEEN—(C; S)—Allan Steele
SOME PEOPLE—(C)—Kenneth More
TIME TRAVELERS, THE—(C)—Preston Foster, Mary Anders
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
143 SAVAGE SAM—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.
144 SUMMER MAGIC—CD-108m.—(TC)—Hayley Mills, Burl Ives, Dorothy McGuire—5061 (6-26-63)—Another Disney family entertainment
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature
YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Szek, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made
DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
721 FURY OF THE ARABIA—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
722 JASON AND THE ARGONAUTS—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects
003 JUST FOR FUN—MU-72m.—Mark Wynter, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English
714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made
NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
OLD DARK HOUSE, THE—CMD-86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal
QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made
006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
001 13 FRIGHTENED GIRLS—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING FEATURES IN ORDER OF RELEASE

June HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon
June LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp
CONGO VIVO—Jean Sebastian, Bachir Toure
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentary On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider
HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
RIDE THE WILD SURF—(C)—Fabian, Tab Hunter
SENILITA—Anthony Franciosa, Claudia Cardinale
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

EMBASSY

8 1/2—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

**EASY LIFE, THE**—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue  
**FURY AT SMUGGLERS 8AY**—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
**WOMEN OF THE WORLD**—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration  
**YESTERDAY, TODAY AND TOMORROW**—COMP-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles

### COMING

**APE WOMAN, THE**—Ugo Tognazzi, Annie Girardot—Italian  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**CONTEMPT**—(WS; C)—Brigitte Bardot, Jack Palance—French  
**HOUSE IS NOT A HOME, A**—Shelley Winters, Ralph Taeger, Robert Taylor  
**PASSIONATE THIEF, THE**—Anna Magnani  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**LOVE MAKERS, THE**—Claudia Cardinale, Jean-Paul Belmondo  
**THREE PENNY OPERA**—Curt Jurgens, June Ritchie  
**GHOST AT NOON**—(C)—Brigitte Bardot, Jack Palance  
**ONLY ONE NEW YORK**—Documentary  
**ZULU**—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson

### MGM

### DISTRIBUTED DURING THE PAST 12 MONTHS

**ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
**5421 ANY NUMBER CAN WIN**—MD-111m.—(Dialoscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles  
**326 CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad  
**331 CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
**CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
**DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
**FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles  
**GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nusciak—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English.  
**GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
**GOLDEN ARROW, THE**—FAN-91m.—(TC; TR)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English  
**401 HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
**HOW THE WEST WAS WON**—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
**406 HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze  
**325 IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-29-63)—Fairly interesting romance  
**KISSIN' COUSINS**—CMU-96m.—(MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
**MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
**307 MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy  
**403 MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English  
**355 MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—499B (11-21-62)—High rating adventure entry  
**NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made  
**PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden  
**RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made In Africa  
**SEVEN FACES OF DR. LAO**—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
**SQUARE OF VIOLENCE**—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
**SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes  
**TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
**333 TARZAN'S THREE CHALLENGES**—MD-92m.—(Dialoscope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad  
**334 TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gic Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy aimed at family audiences  
**409 TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults  
**TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Braly—5142 (3-4-64)—Interesting import—French-made; English titles  
**404 WHEELER DEALERS, THE**—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce  
**402 V.I.P.'s** **THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

### COMING FEATURES IN ORDER OF RELEASE

**VICE AND VIRTUE**—Catherine Daneuve, Annie Girardot, Robert Hasseln  
**TIKO AND THE SHARK**—(WS; C)—Tahitian Cast  
**MGM'S 816 PARADE OF COMEDY**—Compilation  
**FLIPPER'S NEW ADVENTURE**—(MC)—Brian Kelly, Helen Cherry  
**JUNE GOLD FOR THE CAESARS**—(C)—Jeffrey Hunter  
**JUNE VIVA LAS VEGAS**—PV; MC)—Elvis Presley, Ann Margret

### COMING

**AMERICANIZATION OF EMILY, THE**—James Garner, Julie Andrews, Melvyn Douglas  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**HONEYMOON HOTEL**—(CS)—Robert Goulet, Nancy Kwan  
**LOOKING FOR LOVE**—(MC)—Connie Francis, Jim Hutton  
**LOVE CAGE**—Jane Fonda, Alan Delon  
**MURDER AHOY**—Margaret Rutherford, Lionel Jeffries—English-made  
**MURDER MOST FOUL**—Margaret Rutherford, Terry Scott  
**NIGHT OF THE IGUANA**—Richard Burton, Ava Gardner, Deborah Kerr  
**OF HUMAN BONDAGE**—Kim Novak, Laurence Harvey  
**OUTRAGE, THE**—(PV)—Paul Newman, Claire Bloom, Laurence Harvey  
**POSTMAN'S KNOCK**—Spike Milligan, Barbara Shelley  
**QUICK, BEFORE IT MELTS**—(PV; MC)—Robert Morse, Anjanette Comer  
**ROUNDERS, THE**—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon  
**SANDOKAN, THE GREAT**—(WS; TC)—Steve Reeves  
**SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman  
**SMOG**—(WS)—Annie Girardot, Renato Salvatore

Family Diary ..... A2 MGM  
Fantasia—Re. .... A2 BV  
Farewell To Arms, A—Re. .... 8 Fox  
• Fate Is The Hunter ..... 8 Fox  
• Father Goose ..... U  
FBI Code 98 ..... A1 WB  
• Fear ..... A-1  
Fiances, The ..... A2 For.  
• Finest Hours, The ..... Col.  
Fire Within, The ..... For.  
• First Men In The Moon ..... Col.  
Flight From Ashiya ..... A3 UA  
• Flipper's New Adventure ..... MGM  
• Fluffy ..... U  
For Love Or Money ..... 8 U-I  
• For Those Who Think Young ..... A3 UA  
Four For Texas ..... B WB  
From Russia, With Love ..... B UA  
Fun In Acapulco ..... A3 Par.  
Fury at Smuggler's Bay ..... A2 Emb  
Fury Of The Pagans ..... A2 Col.

### G

Gathering Of Eagles, A ..... A1 U-I  
• Ghost At Noon ..... Emb.  
Giant Of Metropolis, The ..... For.  
Gidget Goes To Rome ..... A1 Col.  
Given Word, The ..... For.  
Glass Cage, The ..... Misc.  
Gladiators Seven ..... A-1 MGM  
Global Affair, A ..... A3 MGM  
• Gold For The Caesars ..... MGM  
Golden Arrow, The ..... MGM  
• Goldfinger ..... UA  
Goliath And The Vampires ..... A1 A-I  
Gone Are The Days ..... A2 Misc.  
• Goodbye Charlie ..... For.  
• Good Neighbor Sam ..... Col.  
Grand Olympics, The ..... For.  
• Graveside Story, The ..... A-1  
• Great Race, The ..... WB  
• Greatest Story Ever Told, The ..... UA  
Guest, The ..... A3 For.  
Gunfight At Comanche Creek ..... A3 AA  
Gunfight At The Ok  
Corral—Re. .... B Par.  
• Gunfighter At Casa Grande ..... MGM  
Gun Hawk, The ..... B AA  
• Guns At Batasi ..... Fox

### H

Harbor Lights ..... A2 Fox  
• Hard Day's Night, A ..... UA  
• Harvey Middleman, Fireman ..... Col.  
Haunted Palace ..... A2 A-1  
Haunting, The ..... A2 MGM  
He Rides Tall ..... B U  
• Hercules, Samson And Ulysses ..... MGM  
• Hey There, It's Yogi Bear ..... Col.  
Hide And Seek ..... A2 U  
High And Low ..... For.  
• Honeymoon Hotel ..... MGM  
Hootenanny Hoot ..... A2 MGM  
• Horror Of It All, The ..... Fox  
Horror Of Party Beach, The ..... B Fox  
• House Is Not A Home, A ..... Emb.  
• How To Murder Your Wife ..... UA  
How The West Was Won ..... A1 MGM

### I

• I'D Rather Be Rich ..... U  
• I Love, You Love ..... C Col.  
• I'll Take Sweden ..... UA  
Incredible Journey, The ..... A1 8V  
• In Harm's Way ..... Par.  
In The French Style ..... A3 Col.  
In The Cool Of The Day ..... B MGM  
Incredible Mr. Limpet, The ..... A1 WB  
Intimate Diary Of Artists'  
Models ..... Misc.  
Invincible Gladiator, The ..... For.  
• Invitation To A Gunfighter ..... UA  
Invitation To Murder ..... For.  
Irma La Douce ..... B UA  
Island Of The Blue Dolphins ..... A1 U  
• It's Alive ..... AI  
It's A Mad, Mad, Mad, Mad  
World ..... A1 UA

### J

Jason and the Argonauts ..... A1 Col.  
• John Goldfarb, Please Come  
Home ..... Fox  
Johnny Cool ..... B UA  
Just For Fun ..... A2 Col.

36 HOURS—(PV)—James Gardner, Eva Marie Saint  
 UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Dabbiie Reynolds, Harve Presnell  
 VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan  
 YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Shirley MacLaine  
 YOUNG LOVERS, THE—Peter Fonda, Sharon Huguency  
 YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons

**PARAMOUNT**

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 **ALL THE WAY HOME**—D-103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
- 6319 **BECKET**—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
- 6315 **CARPETBAGGERS, THE**—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
- 6221 **COME BLOW YOUR HORN**—C-112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
- 6220 **DONOVAN'S REEF**—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
- R6301 **DON'T GIVE UP THE SHIP**—C-89m.—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
- 6217 **DUEL OF THE TITANS**—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
- 6400 **FALL OF THE ROMAN EMPIRE, THE**—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
- 6305 **FUN IN ACAPULCO**—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
- R6218 **GUNFIGHT AT THE O.K. CORRAL**—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
- R6223 **LAST TRAIN FROM GUN HILL, THE**—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
- 6316 **LAW OF THE LAWLESS**—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
- 6312 **LOVE WITH THE PROPER STRANGER**—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
- 6304 **NEW KIND OF LOVE, A**—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
- 6318 **PARIS PICK-UP**—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French made; dubbed in English
- 6314 **PARIS WHEN IT SIZZLES**—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
- R6302 **ROCK-A-BYE BABY**—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
- 6313 **SEVEN DAYS IN MAY**—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
- 6317 **SON OF CAPTAIN BLOOD**—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
- R6308 **TO CATCH A THIEF**—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
- R6309 **VERTIGO**—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
- 6310 **WHO'S BEEN SLEEPING IN MY BED?**—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
- 6306 **WHO'S MINDING THE STORE?**—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
- 6303 **WIVES AND LOVERS**—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

- June **LADY IN A CAGE**—Olivia de Havilland, Jeff Corey, Ann Southern
- June **ROBINSON CRUSOE ON MARS**—(TS; TC)—Paul Mantee, Vic Lundin
- June **STAGE TO THUNDER ROCK**—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady
- June **WALK A TIGHTROPE**—Dan Duryea, Patricia Owens

COMING

- CIRCUS WORLD**—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth
- IN HARM'S WAY**—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas
- PATSY, THE**—(TC)—Jerry Lewis, Ina Balin
- ROUSTABOUT**—(T; TC)—Elvis Presley, Barbara Stanwyck
- WHERE LOVE HAS GONE**—(TS; TC)—Susan Hayward, Bette Davis
- YOUNG FURY**—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arien

**20TH CENTURY-FOX**

DISTRIBUTED DURING THE PAST 12 MONTHS

- 304 **DAY MARS INVADED EARTH, THE**—MD-70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
- CLEOPATRA**—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
- 312 **CONDEMNED OF ALTONA, THE**—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
- CURSE OF THE LIVING CORPSE, THE**—MD-83m.—Helen Warren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
- EYES OF ANNIE JONES, THE**—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
- 320 **FAREWELL TO ARMS, A**—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
- 317 **HARBOR LIGHTS**—MD-68m.—(CS)—Kent Taylor, Mirlam Colon—5069 (7-24-63)—Fair programmer
- HORROR OF PARTY BEACH, THE**—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
- LASSIE'S GREAT ADVENTURE**—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
- 311 **LEOPARD, THE**—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
- 318 **LONGEST DAY, THE**—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
- 401 **MAN IN THE MIDDLE**—D-94m.—(CS)—Robert Mitchell, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
- 302 **MARILYN**—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
- 324 **MOVE OVER DARLING**—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
- 319 **OF LOVE AND DESIRE**—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fun entry for adults only—Mexican-made
- 316 **POLICE NURSE**—MD-64m.—(CS)—Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
- SHOCK TREATMENT**—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
- SOUTH PACIFIC**—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzl Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
- SURF PARTY**—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
- 323 **TAKE HER, SHE'S MINE**—C-98m.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
- THIRD SECRET, THE**—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
- 326 **THUNDER ISLAND**—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
- WHAT A WAY TO GO**—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchell—5151 (4-1-64)—Fun filled entry is headed for better returns
- YOUNG SWINGERS, THE**—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

- AMOK**—Jock Mahoney, Margia Dean
- FATE IS THE HUNTER**—(CS; C)—Giann Ford, Suzanne Pleshette
- GOODBYE CHARLIE**—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone
- GUNS AT BATASI**—(CS; C)—Jack Hawkins, Flora Robson—English
- HORROR OF IT ALL, THE**—Pat Boone, Erica Rogers
- JOHN GOLDFARB, PLEASE COME HOME**—(CS; C)—Shirley MacLaine, Peter Ustinov
- RIO CONCHOS**—(CS; C)—Stuart Whitman, Richard Boone
- VISIT, THE**—(CS)—Ingrid Bergman, Anthony Quinn
- SOUND OF MUSIC, THE**—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker
- ZORBA, THE GREEK**—Anthony Quinn, Simone Signoret

K

- Killers, The ..... U
- King Kong vs. Godzilla ..... AI U
- Kings Of The Sun ..... A2 UA
- Kiss Me, Stupid ..... UA
- Kiss Of The Vampire ..... A2 U
- Kisses For My President ..... A3 WB
- Kissin' Cousins ..... B MGM
- Klitten With A Whip ..... U
- Knife In The Water ..... C For.

L

- L Shaped Room ..... A4 Col.
- La Bonne Soupe ..... C For.
- Ladies Who Do ..... A2 For.
- Ladybug, Ladybug ..... A2 UA
- Lady In A Cage ..... B Par.
- Lassie's Great Adventure ..... AI Fox
- Last Man on Earth ..... A-1
- Last Train From Gun Hill, The—Re ..... A2 Par.
- Lawrence Of Arabia ..... A2 Col.
- Law Of The Lawless ..... AI Par.
- Leopard, The ..... A3 Fox
- Life In Danger, A ..... A2 AA
- Light Fantastic, The ..... B Emb.
- Lilies Of The Field, The ..... AI UA
- Lilith ..... Col.
- Little Prince And The Eight-Headed Dragon, The ..... Col.
- List Of Adrian Messenger, The ..... AI U-I
- Lively Set, The ..... U
- Long Ships, The ..... Col.
- Longest Day, The ..... AI Fox
- Looking For Love ..... B MGM
- Lord Jim ..... Col.
- Love Cage ..... MGM
- Love Has Many Faces ..... Col.
- Love Makers, The ..... Emb.
- Love On A Pillow ..... A3 Par.
- Love With the Proper Stranger ..... C Col.

M

- Madmen Of Mandores ..... Misc.
- Mail Order Bride ..... A3 MGM
- Main Attraction, The ..... B MGM
- Major Dundee ..... Col.
- Man From Galveston, The ..... A2 WB
- Man In The Middle ..... B Fox
- Maniac ..... A3 Col.
- Man's Favorite Sport? ..... A3 U-i
- Marilyn ..... B Fox
- Marnie ..... U
- Mary Poppins ..... BV
- Mary, Mary ..... A2 WB
- Masque Of The Red Death ..... AI
- Master Spy ..... AA
- McHaite's Navy ..... U
- MGM's Big Parade Of Comedy ..... AI MGM
- McLintock ..... AI UA
- Mickey One ..... Col.
- Misadventures of Merlin Jones ..... AI BV
- Mister Moses ..... UA
- Mistress For The Summer, A ..... C For.
- Moderato Contabile ..... For.
- Moon-Spinners, The ..... BV
- Move Over, Darling ..... A3 Fox
- Murder Ahoy ..... MGM
- Murder At The Gallop ..... AI MGM
- Murder Most Foul ..... MGM
- Muscle Beach Party ..... A2 A-1
- Mutiny On The Bounty ..... A2 MGM
- My Fair Lady ..... WB
- My Son, The Hero ..... AI UA

N

- Naked Kiss, The ..... A3 AA
- Never Put It In Writing ..... AI AA
- New Interns, The ..... Col.
- New Kind Of Love, A ..... B Par.
- Night Must Fall ..... B MGM
- Night Of The Iguana ..... MGM
- Night Prowlers ..... AA
- Night Watch, The ..... For.
- Nightmare ..... A2 U
- No, My Darling Daughter ..... A2 For.
- None But The Brave ..... WB

O

- Of Human Bondage ..... B MGM
- Of Love And Desire ..... B Fox
- Of Wayward Love ..... C For.
- Of Women And Pleasures ..... For.
- Old Dark House, The ..... A2 Col.
- One Man's Way ..... AI UA
- 1000 Shapes of A Female ..... Misc.
- One Way Pendulum ..... UA
- Only One New York ..... Emb.
- Operation War Head ..... A-1
- Organizer, The ..... For.
- Out-Of-Towners, The ..... WB
- Outrage, The ..... MGM

# UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
- 6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
- 6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
- 6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Epic but actionful meller has names to sell—Daieu-Hecht
- 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
- 6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
- 6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus Intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
- 6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
- 6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
- 6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
- 6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
- 6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
- 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
- 6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- 781 **TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
- 6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

### COMING FEATURES IN ORDER OF RELEASE

- June **FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin
- June 633 **SQUADRON**—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
- July **SEVENTH DAWN, THE**—William Holden, Susannah York—Holdean
- July **SHOT IN THE DARK, A**—(PV; C)—Eike Sommer, Peter Sellers—Mirisch

### COMING

- GOLDFINGER**—(TC)—Sean Connery, Honor Blackman—Eon—English-made
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Voa Sydow, Charlton Heston—George Stevens
- HARD DAY'S NIGHT, A**—The Beatles—English-made
- HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
- I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch
- MISTER MOSES**—(PV; C)—Robert Mitchell, Carroll Baker—Ross
- ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made
- SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
- SECRET INVASION, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- TOPKAPI**—Melina Mercouri, Peter Ustinov, Maximilian Schell—Filmways
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WOMAN OF STRAW**—(C)—Gina Lollobrigida, Sean Connery

# UNIVERSAL

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
- 6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
- 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
- 6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
- 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
- 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
- 6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
- 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
- 6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
- ISLAND OF THE BLUE DOLPHINS**—D-99m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade
- 6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Kelth, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
- 6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
- 6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
- 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
- 6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Kelth, Judi Meredith—5119 (12-18-63)—For the lower half
- YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
- WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

P

- Palm Springs Week-End ..... B WB
- Panic Button ..... For.
- Paris Pick-Up ..... Par.
- Party, The ..... AA
- Paris When It Sizzles ..... A3 Par.
- Passionate Thief, The ..... A3 Emb.
- Patsy, The ..... Par.
- Pink Panther ..... A3 UA
- Playboy ..... Col.
- Play It Cool ..... A2 AA
- Play It Cooler ..... Col.
- Point Of Order ..... A2 Mlsc.
- Police Nurse ..... A3 Fox
- Postman's Knock ..... MGM
- Prize, The ..... A3 MGM
- Psyche 59 ..... B Col.
- Psychomania ..... Mlsc.
- Pumpkin Eater, The ..... Col.
- Pyro ..... A3 A-1

Q

- Quick, Before It Melts ..... MGM
- Quick Gun, The ..... A2 Col.

R

- Raiders, The ..... A1 U
- Rampage ..... B WB
- Reach For Glory ..... Col.
- Red Lips ..... For.
- Rhino ..... A1 MGM
- Ride The Wild Surf ..... Col.
- Rio Conchos ..... Fox
- Robin And The 7 Hoods ..... A2 WB
- Robinson Crusoe On Mars ..... Par.
- Rock-A-Bye Baby—Re. .... A1 Par.
- Rounders, The ..... MGM
- Roustabout ..... Par.
- Running Man, The ..... A3 Col.

S

- Sadist, The ..... Mlsc.
- Samson And The Slave Queen .. A1 A-1
- Sandokan, The Great ..... MGM
- Satan Bug, The ..... UA
- Savage Sam ..... A1 BV
- Secret Door, The ..... A2 AA
- Secret Invasion, The ..... UA
- Send Me No Flowers ..... U
- Senilita ..... Col.
- Servant, The ..... A4 For.
- Seven Days In May ..... A2 Par.
- Seven Faces Of Dr. Lao, The ... A1 MGM
- Seventh Dawn, The ..... UA
- Seventh Juror, The ..... For.
- Sex And The Single Girl ..... WB
- Shock Corridor ..... B AA
- Shock Treatment ..... A2 Fox
- Shot In The Dark, A ..... UA
- Siege Of The Saxons ..... A1 Col.
- Signpost To Murder ..... MGM
- Silence, The ..... C For.
- Sin On The Beach ..... For.
- 633 Squadron ..... UA
- Skydlvers, The ..... Mlsc.
- Silme People, The ..... Mlsc.
- Smog ..... MGM
- Soldier In The Rain ..... B AA
- Some People ..... A-1
- Son Of Captain Blood, The .... A1 Par.
- Sound Of Laughter, The ..... Mlsc.
- Sound Of Music, The ..... Fox
- South Pacific-RE. .... A3 Fox
- Square Of Violence ..... A2 MGM
- Stage To Thunder Rock ..... A2 Par.
- Stark Fear ..... Mlsc.
- Stolen Hours ..... A2 UA
- Strait-jacket ..... A3 Col.
- Strange Bedfellows ..... U
- Strangler, The ..... B AA
- Summer Holiday ..... A1 A-1
- Summer Magic ..... A1 BV
- Summer Place—Re. .... B WB
- Sunday In New York ..... B MGM
- Surf Party ..... A1 Col.
- Swingin' Malden, The ..... A1 BV
- Sword And The Stone ..... A2 Fox

T

Taggart U
Take Her, She's Mine A3 Fox
Tamahine A3 MGM
Tarzan's Three Challenges A1 MGM
Terror, The A2 A-I
Therese For.
These Are The Damned Col.
Thin Red Line, The A3 AA
Three Lives Of Thomasina, The A1 8V
Three Penny Opera Emb.
Three Stooges Go Around The World In A Daze A1 Col.
Third Of A Man A2 UA
Third Secret, The A3 Fox
Thrill Of It All, The A2 U-I
13 Frightened Girls A1 Col.
36 Hours MGM
Those Crazy Callows 8V
Three Stooges Meet The Gunslingers, The Col.
Thunder Island A2 Fox
Ticklish Affair, A A1 MGM
Tiger Walks, A A1 BV
Tiko And The Shark MGM
Time Travelers, The A-I
To Bed—Or Not To Bed A3 For.
To Catch A Thief—Re. A2 Par.
Tom Jones A4 UA
Tomorrow At Ten For.
Topkapi UA
Torpedo Bay A3 A-I
Touch Of Hell, A For.
Toys In The Attic A3 UA
Train 349 From Berlin AA
Traitors, The A1 U
Train, The UA
Traveling Lady, The Col.
Truth About Spring, The U
20,000 Leagues Under The Sea—Re. A1 BV
Twice Told Tales A2 UA
Twilight Of Honor A3 MGM
Two Are Guilty A3 MGM

U

Unearthly Stranger, The A-I
Under Age A1
Under The Yum Yum Tree A4 Col.
Unsinkable Molly Brown, The A2 MGM

V

Vertigo—Re. A2 Par.
Vice And Virtue MGM
Victors, The A3 Col.
Village Of Daughters MGM
Visit, The Fox
Viva Las Vegas 8 MGM
V.I.P.'s, The A3 MGM

W

Wacky Playboy, The Misc.
Walk A Tightrope A2 Par.
Wall Of Noise B WB
War Is Hell A2 AA
War Of The Buttons, The C For.
Watch It, Sailor Col.
Weekend For.
Werewolf In A Girl's Dormitory A2 Misc.
What A Way To Go B Fox
Wheeler Dealers, The A2 MGM
Where Love Has Gone Par.
Who's Been Sleeping In My Bed B Par.
Who's Minding The Store? A1 Par.
Wild And Wonderful A1 U
Witch's Curse, The For.
Wives And Lovers B Par.
Women Of Straw UA
Woman Of The World C Emb.
Woman Who Wouldn't Die, The WB
World Of Henry Orient, The A2 UA

X

X—The Man With The X-Ray Eyes A2 A-I

Y

Yank In Viet-nam, A A1 AA
Yellow Rolls Royce, The MGM
Yellowstone Cubs BV
Yesterday, Today And Tomorrow B Emb.
Young Girls Of Good Family Emb.
Youngblood Hawke A3 WB
Young And Willing A4 U
Young Fury Par.
Young Go Wild, The For.
Young Lovers, The MGM
Young Racers, The A2 A-I
Young Swingers, The A1 Fox
Your Cheatin' Heart MGM

Z

Zorba, The Greek Fox
Zulu A3 Emb.

6316 THRILL OF IT ALL, THE—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6317 TRAITORS, THE—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English

COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones
BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee
BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks
DAFFY—Michael Parks, Celia Kaye
FATHER GOOSE—(C)—Cary Grant, Leslie Caron
FLUFFY—(C)—Tony Randall, Shirley Jones
I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet, Andy Williams
KILLERS, THE—Lee Marvin, Angie Dickerson, John Cassavates
LIVELY SET, THE—(C)—James Darren, Pamela Tiffin
KITTEN WITH A WHIP—Ann-Margret, John Forsythe
MARNIE—(TC)—Tippi Hedren, Sean Connery
McHALE'S NAVY—(C)—Ernest Borgnine, Joe Flynn
SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day
STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida
TAGGART—(C)—Tony Young, Dan Duryea
TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 ACT ONE—CD—110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama
358 AMERICA AMERICA—D—174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad
AUNTIE MAME—C—143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
263 BLACK GOLD—MD—98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352 CASTILIAN, THE—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
357 DEAD RINGER—D—115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama
361 DR. CRIPPEN—D—98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair Import—English-made
366 ENSIGN PULVER—C—104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy
FBI CODE—98—D—104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action
356 4 FOR TEXAS—CMD—124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action
359 INCREDIBLE MR. LIMPET, THE—C—99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film
360 MAN FROM GALVESTON, THE—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler
354 MARY, MARY—C—126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
355 PALM SPRINGS WEEKEND—CD—100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
353 RAMPAGE—D—98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
SUMMER PLACE—D—130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351 WALL OF NOISE—D—112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING FEATURES IN ORDER OF RELEASE

May DISTANT TRUMPET, A—(PV; TC)—Troy Donahue, Suzanne Pleshette
June ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara
CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker
GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood
KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen
MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn
NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker
OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page
SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda
WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made
YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

ALL OF ME—NOV.—73m.—(Partly EC)—Brenda DeNaut—5122 (1-8-64)—Nude novelty has several angles—Brenner
BEAUTY AND THE BODY—NOV.—70m.—(C)—Kip Behar, Judy Millér—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.
BELL, BARE AND BEAUTIFUL—NOV.—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nude novelty has Bell name—Griffith
BEST OF CINERAMA, THE—COMP.—142m.—(TC; CN)—Best of past Cinerama efforts—5122 (1-8-64)—Cinerama
BLOCK, THE—MD—67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson
BLOOD FEAST—MD—73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars
BUNNY YEAGER'S NUDE LAS VEGAS—NOV.—69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nude novelty for fast buck spots—Cinema Syndicate
CRAWLING HAND, THE—MD—89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.
CORRIDORS OF BLOOD—MD—87m.—Roris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges
GLASS CAGE, THE—MD—84m.—Arlene Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic
GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.
INTIMATE DIARY OF ARTISTS' MODELS—NOV.—69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nude novelty—ikay Beautiful
MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.
1000 SHAPES OF A FEMALE—NOV.—79m.—(EC)—Dan Craig, Faith Van Gilbert—5122 (1-8-64)—Artists and nude models at work in Greenwich Village—Cinema Syndicate
POINT OF ORDER—DOC.—97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal—Continental
PSYCHOMANIA—MD—90m.—Lee Phillips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria
SADIST, THE—D—90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.
SLIME PEOPLE, THE—MD—60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.
SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.
SOUND OF LAUGHTER, THE—COMP.—75m.—Narrated by Ed Wynn—5122 (1-8-64)—Comedy compilation from old films is moderately amusing—Union
STARK FEAR—MD—86m.—Beverly Garland, Sklp Homler—5134—(2-19-64)—Spotty effort on an ugly subject—Ellis
WACKY PLAYBOY, THE—C—63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic
WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD—84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges

# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- ADORABLE JULIA**—C-94m.—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films
- ALONE AGAINST ROME**—MD-100m.—(TC, Totalscope)—Jefferies Lang, Rosanna Podesta—5135 (2-19-64)—Elaborate Italian-made spectacle—Italian-made; English titles—Medallion
- AND SUDDENLY IT'S MURDER**—C-90m.—(CS)—Alberto Sordi, Dorian Gray, Vittorio Gassman—5135 (2-19-64)—Amusing import—Italian-made; English titles and dialogue—Royal Films Int.
- ATOM AGE VAMPIRE**—MD-87m.—Albert Lupo, Susanne Loret—5123 (1-8-64)—Okay horror entry—Italian-made; dubbed in English—Topaz
- BANDITS OF ORGOSOLO**—D-98m.—Michele Cossu, Peppedu Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountaintops—Italian-made; English titles—Pathe Contemporary
- BANDITS ON THE WIND**—MD-113m.—(Tohoscope)—Yosuke Natsuki—5135 (2-19-64)—Entertaining Japanese western—Japanese-made; English titles—Toho
- BILLY LIAR**—D-96m.—Tom Courtenay, Julie Christie—5123 (1-8-64)—Import is treat for art, specialty spots—English—Continental Dist.
- BREAK, THE**—D-80m.—William Lucas, Tony Britton, Eddle Byrne—5135 (2-19-64)—Fast moving import—English-made—Union
- CHALLENGE TO LIVE**—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho
- CRY DOUBLE CROSS**—MD-65m.—Hardy Kruger—5123 (1-8-64)—Actionful crime meller—German-made; dubbed in English—Atlantic Pictures
- DIE FLIEDERMAUS**—MUC-107m.—(EC)—Peter Alexander, Marianne Cook—5138 (2-19-64)—Entertaining musical based on Johann Strauss operetta—German-made; English titles—Casino
- DOLL, THE**—D-100m.—Per Oscarsson—5138 (2-19-64)—Off-beat art house entry—Swedish-made; English titles—Kanawha Films
- DON'T TEMPT THE DEVIL**—D-106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO
- DOULOS THE FINGER MAN**—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary
- FIANCES, THE**—D-84m.—Carlo Cibrini, Anna Canzi—5138 (2-19-64)—Fair import—Italian-made; English titles—Janus
- FIRE WITHIN, THE**—D-110m.—Maurice Ronet, Lena Skerla—5138 (2-19-64)—Fair Import—French-made; English titles—Gilbralter
- GIANT OF METROPOLIS, THE**—MD-92m.—(C)—Gordon Mitchell—5123 (1-8-64)—Interesting science fiction melodrama—Italian-made; dubbed in English—Seven Arts
- GIVEN WORD, THE**—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed in Brazil; English titles—Lionex
- GRAND OLYMPICS, THE**—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times
- GUEST, THE**—D-105m.—Alan Bates, Donald Pleasance, Robert Shaw—5138 (2-19-64)—Interesting drama—English
- HIGH AND LOW**—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles—Continental
- INVINCIBLE GLADIATOR, THE**—MD-96m.—(Wide Screen)—Richard Harrison, Isabel Corey—5123 (1-8-64)—Action packed Italian spectacle—Italian-made; dubbed in English—Seven Arts
- INVITATION TO MURDER**—MD-65m.—Robert Beatty—Okay private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures
- KNIFE IN THE WATER**—D-95m.—Leon Niemczyk, Iolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LADIES WHO DO**—C-85m.—Peggy Mount, Robert Morley—5123 (1-8-64)—Mildly amusing entry—English-made; Continental
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MISTRESS FOR THE SUMMER, A**—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Preste—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films
- MODERATO CONTABILE**—D-95m.—Jeanne Moreau, Jean-Paul Belmondo—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.
- NIGHT WATCH, THE**—D-118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion
- NO, MY DARLING DAUGHTER**—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.
- OF WAYWARD LOVE**—COMP-91m.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary
- OF WOMEN AND PLEASURES**—COMP-116m.—(CS)—Michel Simon, Dany Savel, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed in English—Union
- ORGANIZER, THE**—D-126m.—Marcello Mastroianni, Renato Salvatori, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles—Continental
- PANIC BUTTON**—C-90m.—(Totalscope)—Maurice Chevalier, Jayne Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates
- RED LIPS**—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.
- SERVANT, THE**—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering is unpleasant but fascinating—Landau Company—English-made
- SEVENTH JUROR, THE**—D-90m.—Bernard Blier, Daniele Delorme—5139 (2-19-64)—Well-made murder drama—French-made; English titles—Trans-Lux
- SILENCE, THE**—D-95m.—Ingrid Thulin, Gunnel Lindholm—5139 (2-19-64)—Adult, off-beat Ingmar Bergman entry will cause talk—Swedish-made; English titles—Janus
- SIN ON THE BEACH**—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.
- THERESE**—D-107m.—Emmanuele Riva, Philippe Noiret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe
- TO BED—OR NOT TO BED**—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well made Import—Italian-made; English titles—Continental
- TOMORROW AT TEN**—D-80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor
- TOUCH OF HELL, A**—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films
- WAR OF THE BUTTONS, THE**—CD-92m.—Jacques Dufilho, Yvette Etievant—5124 (1-8-64)—Amusing entry for art spots—French-made; English titles—Bronston
- WEEKEND**—D-84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.
- WITCH'S CURSE, THE**—FAN-79m.—(C)—Kirk Morris—5139 (2-19-64)—Strictly for the duallers—Italian-made; dubbed in English—Medallion
- YOUNG GO WILD, THE**—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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1962-63 1963-64 Seasons

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- 18207 Plutopia
- 18208 Cold Turkey
- 18209 How To Fish
- 18210 Tennis Racquet
- 18211 Tomorrow We Diet
- 18212 Brave Engineer
- 19301 Little Whirlwind
- 19302 The Whalers
- 19303 First Aiders
- 19304 Army Mascot
- 19305 Goofy Gymnastics
- 19306 Home Made Home
- 19307 Foul Hunting
- 19308 Timber
- 19309 Truant Officer Donald
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- 139 A Symposium On Popular Songs

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- 079 Japan
- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

## Columbia

### COLOR FEATURETTES

- 7441 (Sept.) Wonderful Switzerland
- 7442 (Nov.) Travel Along With The Arkansas Traveler
- 7443 (Jan.) Eventful Britain
- 7444 (Mar.) Wonderful Africa
- 7445 (May) Wonderful New York
- 7446 (July) Wonderful Beaulieu

### LOOPY DE LOOP COLOR CARTOONS

- 7701 (Sept.) Slippery Slippers
- 7702 (Oct.) Chicken Fracas-See
- 7703 (Nov.) Rancid Ranson
- 7704 (Dec.) Bunnies Abundant
- 7705 (Feb.) Just A Wolfe At Heart
- 7706 (Mar.) Chicken-Hearted Wolf
- 7707 (Apr.) Watcha Watchin'
- 7708 (May) A Fallible Fable
- 7709 (June) Sheep Steelers Anonymous
- 7710 (July) Wolf In Sheep Dog's Clothing

### MR. MAGOO CARTOONS (REISSUES)

- 7751 (Sept.) Magoo's Cruise
- 7752 (Oct.) Magoo's Problem Child
- 7753 (Nov.) Love Comes To Magoo
- 7754 (Dec.) Meet Mother Magoo
- 7755 (Feb.) Gumshoe Magoo
- 7756 (Mar.) Magoo Goes Overboard
- 7757 (May) Bwana Magoo
- 7758 (July) Matador Magoo

### COLOR FAVORITE CARTOONS (REISSUES)

- 7601 (Sept.) Gerald McBoing Boing On Planet Moo
- 7602 (Sept.) Happy Tots
- 7603 (Oct.) Willie The Kid
- 7604 (Nov.) Little Rover
- 7605 (Nov.) Christopher Crumpet
- 7606 (Dec.) A Boy and His Dog
- 7607 (Jan.) Rooty Toot, Toot
- 7608 (Jan.) Snow Time
- 7609 (Feb.) Emperor's New Clothes
- 7610 (Mar.) Little Boy With A Big Horn
- 7611 (Mar.) The Foxy Pup
- 7612 (Apr.) Let's Go
- 7613 (May) Gerald McBoing Boing
- 7614 (June) Bon Bon Parade
- 7615 (July) Madeline

### CANDID MICROPHONE

- 7551 (Sept.) No. 1 Series 4
- 7552 (Nov.) No. 2 Series 4
- 7553 (Jan.) No. 3 Series 4
- 7554 (Mar.) No. 4 Series 4

### WORLD OF SPORTS

- 7801 (June) Hunting Unlimited (Color)
- 7802 (Aug.) Rassin Rampage

### TWO REELERS THE THREE STOOGES (REISSUES)

- 7401 (Sept.) Husbands Beware
- 7402 (Oct.) Creeps
- 7403 (Nov.) Flagpole Jitters

- 7404 (Jan.) For Crimin Out Loud
- 7405 (Feb.) Rumpus In The Harem
- 7406 (Apr.) Hot Stuff
- 7407 (May) Scheming Schemers
- 7408 (July) Commotion In The Ocean

### COMEDY FAVORITES (REISSUES)

- 7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
- 7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
- 7433 (Dec.) Training For Trouble (Schilling & Lane)
- 7434 (Jan.) He Popped His Pistol
- 7435 (Mar.) Wife Decoy
- 7436 (June) Pardon My Terror

### ASSORTED FAVORITES (REISSUES)

- 7421 (Sept.) Spies and Guys (Joe Besser)
- 7422 (Nov.) General Nuisance (Buster Keaton)
- 7423 (Dec.) Hook A Crook (Joe Besser)
- 7424 (Feb.) So's Your Antenna (Harry VonZell)
- 7425 (Apr.) She's Oil Mine (Buster Keaton)
- 7426 (May) Meet Mr. Mischief

### SERIALS (REISSUES)

- 7120 (Oct.) The Batman
- 7140 (Mar.) Roar Of The Iron Horse
- 7160 (July) Gunfighters Of The Northwest

## Metro-Goldwyn-Mayer

### TOM AND JERRY CARTOONS (METROCOLOR)

- W-361 (Sept.) Switchin' Kitten
- W-362 (Oct.) Down and Outing
- W-363 (Dec.) Greek To Me-ow
- W-364 (Jan.) High Steaks
- W-365 (Mar.) Mouse Into Space
- W-366 (Apr.) Landing Stripling
- W-367 (June) Calypso Cat

### NEW TOM AND JERRY CARTOONS (METROCOLOR)

- C-6431 Dickie Moe
- C-6432 Cartoon Kit
- C-6433 Tall In The Trap
- C-6434 Sorry Safari
- C-6435 Buddies Thicker Than Water
- C-6436 Carmen Get It

### GOLD MEDAL CARTOONS (TECHNICOLOR)

### (TOM AND JERRY REISSUES)

- W-6461 Puss Gets The Boot
- W-6462 Fraidy Cat
- W-6463 Dog Trouble
- W-6464 Bowling Alley Cat
- W-6465 Fine Feathered Friend
- W-6466 Sufferin' Cat
- W-6467 Lonesome Mouse
- W-6468 Mouse Comes To Dinner
- W-6469 Baby Puss
- W-6470 Zoot Cat
- W-6471 Million Dollar Cat
- W-6472 Puttin' On The Dog

## Paramount

### COLOR FEATURETTE

- AA22-1 Sportarama

### HIGH TOPPER

- T22-1 Thin Along
- T22-2 Isles Of The Sun
- T22-3 Melody For Machines
- T22-4 The World Starts Next Door
- T22-5 Beauties Of Scandanavia

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whiz Quiz Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Badtime Story
- M23-3 Pig's Feet
- M23-4 Sour Gripes
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E-23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'rul
- C22-5 Keeping Up With Crazy
- C22-6 Mouse Blanche

### SPECIAL

- B23-1 Jamboree At Marathon

### SPORTS IN ACTION

- D23-1 Festival Of The Bulls
- D23-2 Sky Divers

## 20th Century-Fox

### MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

- 7313 (June) Pope John XXIII  
MOVIETONE SPORTS  
(CINEMASCOPE; DELUXE COLOR)
- 7301 (Jan.) Two On A Pass
- 7302 (Feb.) Maine, U.S.A.
- 7303 (March) Sports, Wacky and Wet
- 7304 (April) Fairytale Land—Denmark
- 7305 (May) San Fan See

- 7306 (June) Rangers of Yellowstone
- 7307 (May) Bermuda Moods
- 7308 (July) Green Gold
- 7309 (Nov.) Atomic Lady
- 7310 (Dec.) Tasmania
- 7311 (Dec.) The Swedish Look
- 7312 ( ) Portugal

### TERRYTOONS

### (CINEMASCOPE; DELUXE COLOR)

- 5301 (Jan.) Fight to the Finish
- 5302 (March) Astronaut
- 5303 (April) Missing Genie
- 5304 (April) Tea Party
- 5305 (June) Sidney's White Elephant
- 5306 (June) Trouble In Baghdad
- 5307 (July) A Bell For Philadelphia
- 5308 (Aug.) Driven To Extraction
- 5309 (Sept.) The Big Clean-Up
- 5310 (Nov.) Split-Level Treehouse

### TERRYTOONS

### (2D ALL PURPOSE; DELUXE COLOR)

- 5321 (Jan.) Tea House Mouse
- 5322 (Feb.) To Be Or Not To Be
- 5323 (March) The Juggler of Our Lady
- 5324 (May) Pearl Crazy
- 5325 (July) Cherry Blossom Festival
- 5326 (Oct.) Spooky-Yaki

## Universal-International

### TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

- 4301 (Jan.) Land Of The Long White Cloud
- 4306 (Apr.) Four Hits And A Mister

### SPECIAL

- 4304 (Jan.) Football Highlights of 1962

### ONE REEL COLOR SPECIALS

- 4371 (Jan.) Steel Bands—Tropical Music (CS)
- 4372 (Feb.) A Picture For Jean
- 4373 (Mar.) A Bridge Named Emma (CS)
- 4374 (Apr.) End Of The Plains
- 4375 (May) Island Spectacular
- 4376 (June) The Unknown Giant
- 4377 (July) This Is The Place
- 4378 (Aug.) Land Of Homer

### WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

- 4331 (Jan.) Woody Meets Davy Crewcut
- 4332 (Feb.) Box Car Bandit
- 4333 (Mar.) Unwearable Salesman
- 4334 (Apr.) International Woodpecker
- 4335 (May) To Catch A Woodpecker
- 4336 (June) Round Trip To Mars
- 4337 (July) Dopy Dick, The Pink Whale

### NEW WALTER LANTZ COLOR CARTUNES

- 4311 (Jan.) Fish and Chips
- 4312 (Jan.) Greedy Gabby Gator (WW)
- 4313 (Feb.) Coming Out Party
- 4314 (Mar.) Case Of The Cold Storage Yegg
- 4315 (Mar.) Robin Hoody Woody, (WW)
- 4316 (Apr.) Charlie's Mother-In-Law
- 4317 (May) Stowaway Woody (WW)
- 4318 (May) Hi-Seas Hi-Jacker
- 4319 (June) Shutter Bug (WW)
- 4320 (July) Salmon Loafer
- 4321 (July) Coy Decoy (WW)
- 4322 (Aug.) Goose In The Rough
- 4323 (Sept.) Tenant's Racket (WW)
- 4324 (Oct.) Pesky Pelican
- 4325 (Oct.) Short In The Saddle (WW)
- 4326 (Nov.) Goose Is Wild
- 4327 (Nov.) Teepee For Two (WW)
- 4328 (Dec.) Science Friction (WW)
- 4329 (Dec.) Calling Dr. Woodpecker (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 2701 (9-7-63) The Unmentionables
- 2702 (9-28-63) Aqua Duck
- 2703 (11-9-63) Claws Of The Lease
- 2704 (11-30-63) Transylvania 6-5000
- 2705 (12-28-63) To Beep Or Not To Beep
- 2706 (2-8-64) A Message To Gracias
- 2707 (2-29-64) Bartholomew Vs The Wheel
- 2708 (Mar.) Freudy Cat
- 2709 (Apr.) Nuts And Volts
- 2710 (May) The Iceman Ducketh
- 2711 (June) War and Pieces
- 2712 (June) Hawaiian Aye Aye

### BUGS BUNNY SPECIALS

- 2721 (10-19-63) Mad As A Mars Hare
- 2722 (1-18-64) Dumb Patrol
- 2723 (Mar.) Dr. Devil And Mr. Hare

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 2301 (9-14-63) Yankee Dood It
- 2302 (10-12-63) Gone Batty
- 2303 (11-16-63) From A To Z-Z-Z
- 2304 (12-21-63) Tweet Zoo
- 2305 (1-25-64) Weasel Stop
- 2306 (2-15-64) Tobasco Road
- 2307 (Mar.) Greedy For Tweety
- 2308 (Apr.) The High And The Flighty
- 2309 (May) Pests For Guests
- 2310 (June) Birds Anonymous

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

- 2001 (1-11-64) With Their Eyes On The Stars
- 2002 (5-23-64) Report From San Juan

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

- 2501 (9-21-63) A Wish And Ticino
- 2502 (10-26-63) Unfamiliar Sports
- 2503 (12-14-63) Cheyenne Days
- 2504 (2-1-64) Kingdom Of The Saguenay
- 2505 (Apr.) A Look At Log Island

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Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

EXPERIENCED THEATRE general manager born to the business. Knows booking, buying, promotion, all facets theatre operation. Interested New York metropolitan theatre or distribution situation. Résumé on request. BOX E520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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CONCESSION theatre expert would like top opportunity in one or more theatres. Experienced in theatre operations. BOX A513, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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COLLEGE GRADUATE in 3 1/2 years, experience as newspaperman; travel service, teenage dance manager; a real promoter, age 22, slight physical handicap, knows theatre business. ROBERT J. DOUGLAS, 1009 Madison St., Apt. 4, Syracuse, N. Y., 13210. Phone 518-475-9120. (513)

EXPERIENCED MANAGER available. 20 years experience in all phases theatre operation, including concession. N.Y.C., Bronx or Westchester. BOX A520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MANAGERS: Experienced, aggressive, promotion-minded, needed for small, large situations with large Western Pennsylvania circuit. Good future for right man. Send résumé giving age, experience and references. BOX B520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE JOB WANTED. 23 years old, single, nine years experience in booth. Would like to train for manager, indoor or drive-in. Western states preferred. BOX D520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER AVAILABLE for deluxe operation only. Experienced in all phases, indoor, art, drive-in. 24 years experience with two companies. BOX C520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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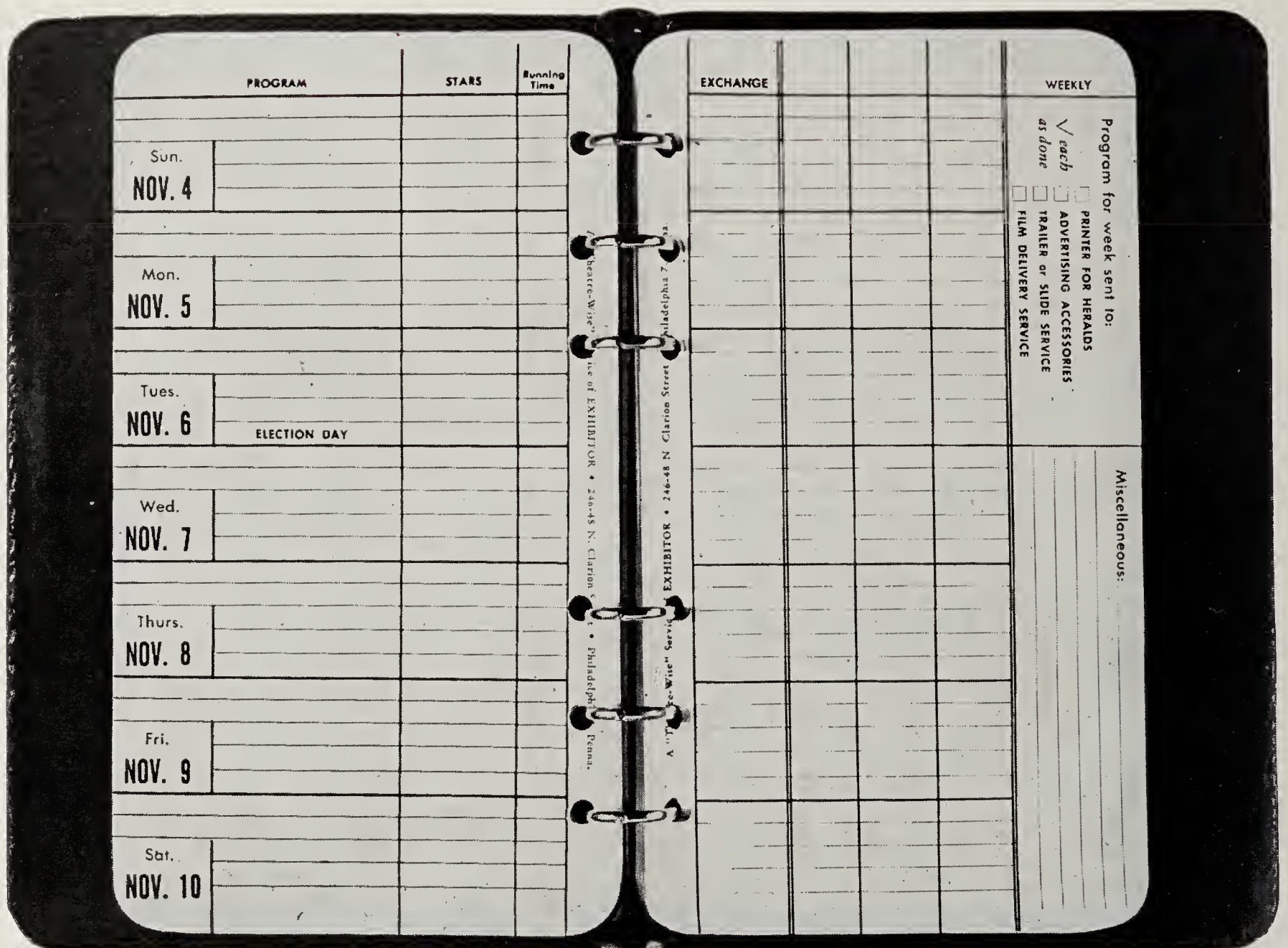
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MOTION PICTURE

# EXHIBITOR

MAY 27, 1964

Volume 71

Number 20

IN THREE SECTIONS • THIS IS SECTION ONE



## Rowley Urges Mediation Plan

(See Page 5)

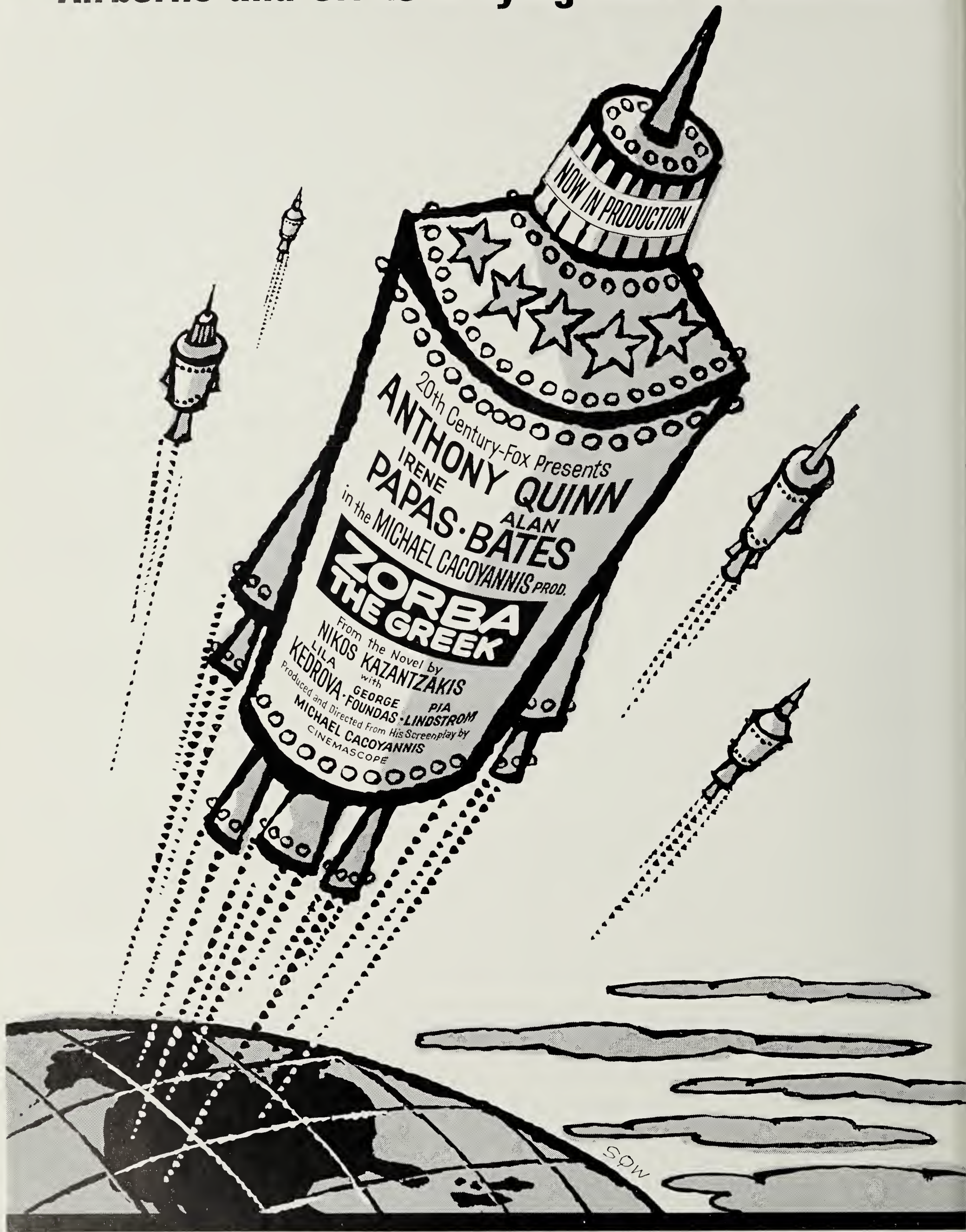
## Dividend Signals Fox Upsurge

(See Page 6)

Samuel Rosen, executive vice-president of Stanley Warner Corp., is to receive the first William J. German Human Relations Award Tues., June 16, in New York. (See story on page 7)

**WHO'S FOR REASON AND FAIRNESS? . . .** see editorial—Page 3

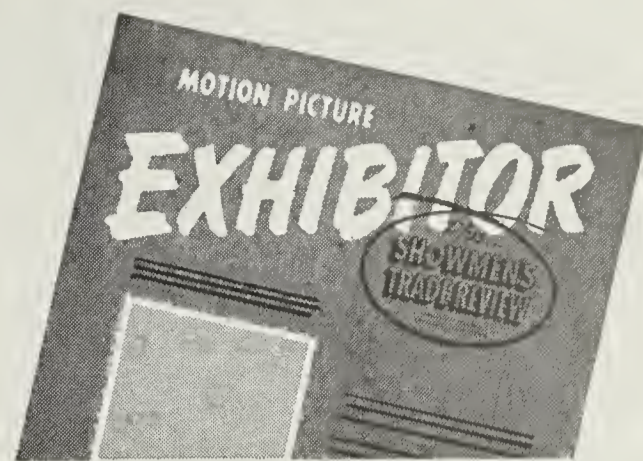
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Volume 71 • No. 20

MAY 27, 1964

## WHO'S FOR REASON AND FAIRNESS?

IT'S ABOUT TIME someone tried to put reason and fairness back into the motion picture business. Call it arbitration or conciliation or mediation, it all adds up to the same thing—buyer and seller acting with mutual respect and an understanding of the problems faced by each. Exhibitors are just about fed up with the production, distribution, and advertising practices of many companies in the industry, they tell us.

Three outstanding exhibitors visited us recently and aired the complaint that they were tired of being the industry's whipping boys. Exhibition, they claimed, was even being blamed if the sun didn't shine. At the same time, they requested that we keep their names confidential. This annoyed us more than a little since we believe in standing up to be counted, but of course we agreed to respect their wishes.

Their complaints can be summed up as follows: 1. *Distributors are releasing their pictures without the proper advertising being made available for use in theatres at the time of playdate.* 2. *One and three-sheets are not available despite the highest rental terms ever for product. In fact, exhibitors are often expected to provide their own advertising material.* 3. *There appears to be a lack of distributor enthusiasm for their own films, as evidenced by the fact that trade paper advertising has been drastically curtailed. Also, there is just not enough information available from trade papers and other sources on films that exhibitors are expected to contract for long before release.*

These exhibitors are all dedicated, knowledgeable men. They know and love this business. Yet, they are faced on all sides by criticism every time an executive of production or distribution holds a press conference. Exhibition is flayed for not being progressive; for lack of interest; and for merely

opening the theatre doors and waiting for the audience to show up.

We are not lawyers and we are not policemen. However, as trade paper journalists trying to do a job for the industry, we can understand and appreciate the frustration voiced by these theatremen. How can anyone be expected to have respect for this industry when pictures are screened in exchange centers all over the country, yet trade papers are not permitted to review them until as much as six months later?

As a matter of fact, we spoke to one successful, pleasant, capable distributor on this subject, and here was his reply: "Well, we screened the pictures in exchange centers at a large cost to us and if the exhibitor does not attend—it's not our fault."

We tried to argue that these screenings, while proper, could not be seen by all exhibitors; that those who could not afford the trip to the exchange center or who had an equally valid reason for not attending should not be penalized. After all, they have to bid just the same as their more fortunate competitors, and the trade press is often their only source of unprejudiced information.

We got nowhere with our distributor friend. We have alerted all distributors to this particular problem. We consider it an unfair restriction on trade press efforts to supply proper and necessary information to subscribers. Some executives took the time and trouble to answer our letters—others did not. We have no intention of giving up in this struggle.

Yet when one talks to these "Ivory Tower" boys about the state of the motion picture industry, they are quick to put the blame on exhibition's doorstep.

We've said it before and we'll say it again: *This could happen only in the motion picture industry.*

## A MATTER OF PRICE

PRICE FIXING in any form is rightfully frowned upon by legitimate businessmen and governmental agencies alike. In the motion picture industry, it is right that each theatre operator determine the proper price structure for his situation to result in the greatest attendance and most profitable operation.

We hear a great deal of talk that the public will pay any price if it really wants to see a particular picture. Generally speaking, it is an accurate observation. However, how many pictures have that kind of built-in boxoffice attraction?

Many have heard the complaint from filmgoers that the price of the movies is too high. The conversation usually goes something like this: "If I take my wife to a first-run movie, I have to pay about \$4.00 for admission. Car parking charges, dinner or a snack, and there goes \$10.00." Now how often can working people spend \$10.00 for a night at the movies. Add to this the fact that so many young adults (and they make up the bulk of theatregoers) are also saddled with the expense of a baby sitter.

We see glowing figures, and rightly so, in the trade press and elsewhere about the fine grosses racked up by area premiere showings, "Showcase" runs, etc. However, these are the really big films, and they still make up a very small percentage of what appears on theatre screens throughout the year. What is the exhibitor to do on the average, run-of-the-mill picture or during the orphan periods that still plague theatres in slack release times? If he charges the same admission, his patrons resent it and feel cheated. If his price is constantly going up and down, he is in effect saying, "Stay away this week—we're showing a clinker." It's a real problem.

Considering the subject realistically, it would appear that one big week in a month or one or two big days in a week is not as good as a steady flow of patronage at a reasonable admission cost.

Serious consideration and discussion of this matter would be of interest to the entire trade. The right answers exist, and it is our job to find them.

# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

**JOHN CHARLES SINAY**, seven and one half pounds, was born to Lynda R. (Mrs. Hershel) Sinay. The proud grandfather is producer Jack H. Harris; and great-grandfather is Philadelphia's Benny Harris, American Film exchange.

### Obituaries

**HAZEL FLYNN**, motion picture editor and critic, Hollywood Citizen News, died in her sleep. She was admired and loved by all her colleagues, and will be greatly missed by the industry.

**MRS. IDA KORNZWEIG**, mother of Ben Kornzweig, unit publicity manager for "A Thousand Clowns" now filming in Manhattan, died of a heart attack in New York. Other survivors include two sons, and three daughters.

**MRS. SARAH YELLIN**, 68, died in Manhasset Hospital. She lived in Great Neck, L. I. She was living with her son, Dr. Jack Yellin, an executive of Stanley Warner Theatres, and is survived also by a daughter, two brothers, and three grandchildren.

### Record Embassy Ad Budget

**NEW YORK**—Embassy Pictures will spend \$10,000,000 to merchandise 21 features it has scheduled for release in the second half of 1964, Joseph E. Levine, president, disclosed here at the closing session of the company's national sales convention.

"Showmanship, Unlimited!" will keynote each individual campaign being blueprinted for the 21 releases, a company record high, Levine said. No boundaries will limit the approaches in actively promoting Embassy's extensive schedule, Levine added. He said "There isn't a theatre, anywhere, that can't play a good motion picture, whatever the type, today. Properly presented—and that means by both the distributor and the exhibitor—each picture will attract its audience to any theatre, and profitably, too. We, at Embassy, intend to play every single one of those theatres it is possible to secure."

The 21 attractions to be released during June-December 1964, while constituting a record number for Embassy during any similar period, will be a minimum, Levine said. Other films will be added later to the schedule.

### Gerard Heading Rogers Pub.

**NEW YORK**—Philip Gerard, Universal Pictures Eastern advertising and publicity director, has been named national publicity chairman for the 1964-1965 fund-raising drive for the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories, Saranac Lake, New York, announced Henry H. "Hi" Martin, national general chairman.

Gerard said every effort will be made to bring the story of the hospital's work to the public.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., MAY 25

## Goldwyn Sees New Hope For Nation's Minorities

**NEW YORK**—A plea to believe that America is still the land of opportunity for all and to make "the American dream come true" for every American, was voiced here by Samuel Goldwyn, the 82-year-old elder statesman of the motion picture industry, as he was presented the first Golden Door Award by the American Council For Nationalities Service.

Goldwyn was the unanimous choice for the honor, which will be presented annually to the American of foreign birth who has made outstanding contributions to the nation's life and culture.

In accepting the first award, Goldwyn said: "There are those timid souls who say that the opportunities which I found 68 years ago have disappeared in our land. Nonsense! The frontiers have spread westward as the years have passed; but new frontiers have appeared in their place—frontiers of jobs, of education, of capital, of mass production, of space beyond the earth." He said we should "make sure that dream is not withheld from a single man, woman or child merely because he comes to join us here, or is born here, with a different color on his skin or a different faith within his heart . . . for only then is the promise fulfilled from the 'silent lips' calling to 'send these the homeless tempest-tossed to me'"

### A. A. Withholds Dividend

**NEW YORK**—S. Broidy, president, Allied Artists, announced that the A. A. board resolved there be no declaration of the quarterly dividend on the company's five and one half per cent cumulative convertible preferred stock, due June 15, 1964.



Yogi Bear, star of Columbia's "Hey There, It's Yogi Bear," smiles at the news that Margaret Twyman, right, director of community relations for the Motion Picture Association of America, will describe the cartoon feature as superior family entertainment to the MPAA mailing list, as Columbia vice-president Robert S. Ferguson looks on at the left.



## BROADWAY GROSSES

### "Chalk Garden" Opens Strong

**NEW YORK**—Business in the Broadway first runs continued average for this time of year with U's "The Chalk Garden" opening well at Radio City Music Hall. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"**SOUTH PACIFIC**" (20th-Fox). Paramount did \$14,000 on the second week of reissue on its "Showcase" run.

"**THE CHALK GARDEN**" (U). Radio City Music Hall, with usual stage show, claimed \$112,500 for Thursday through Sunday, with the opening week sure of \$170,000.

"**THE FALL OF THE ROMAN EMPIRE**" (Paramount). DeMille reported \$9,000 for the ninth week.

"**IT'S A MAD, MAD, MAD, MAD WORLD**" (UA-Cinerama). Warner Cinerama stated the 27th week was \$18,000.

"**BECKET**" (Paramount). Loew's State announced that the 11th week was \$19,000.

"**THE BEST MAN**" (UA). Astor reported \$9,000 for the third week.

"**DR. STRANGELOVE OR: HOW I STOPPED WORRYING AND LEARNED TO LOVE THE BOMB**" (Columbia). Victoria claimed \$11,000 for the 16th week.

"**WHAT A WAY TO GO**" (20th-Fox). Criterion stated the second session was \$37,000.

"**CLEOPATRA**" (20th-Fox). Rivoli did \$12,000 on the 46th week.

"**THE WORLD OF HENRY ORIENT**" (UA). RKO Palace garnered \$7,000 on the third week.

### Raibourn Hits "Free" TV

**NEW YORK**—Speaking at a forum of the New York Society of Security Analysts on "The Relationship of Motion Pictures To Television," Paul Raibourn, senior vice president of Paramount Pictures, said either the supply of pictures for sponsored TV will play out and the values of the residuals will increase, or "the broadcasters and exhibitors will take up direct payment television (pay TV) and push it to a successful result."

"Motion pictures have become the most favored and relatively poorest paid program elements in the field of sponsored television," he added.

He said exhibitor opposition to pay TV over the last 10 years "has put them into the shallows and miseries of having almost all the feature product—which has cleared their theatres—shown on a basis under which the public thinks it is getting it free." He said, "If the proponents of STV don't come up with some new arguments which appeal to the public, there is a likelihood that the measure, as proposed, will pass."

### Cardinal Tops 7 Million

**NEW YORK**—Otto Preminger's "The Cardinal" has exceeded the seven million dollar mark in worldwide film rentals at the conclusion of its fifth month of general release, it was announced by Leo Jaffe, executive vice-president of Columbia Pictures, distributor of the film.

# Rowley Urges Mediation System

## TOA President Proposes Industry Ethics Code, Rules For Bidding To Solve Exhib-Distrib Woes

CRYSTAL RIVER, FLA. — A system of voluntary mediation designed to solve, or at least alleviate, some of the distributor-exhibitor problems was suggested here by John H. Rowley, president of Theatre Owners of America. He also proposed a code of ethics for the industry.

Speaking at the annual convention of Motion Picture Exhibitors of Florida at the Port Paradise Hotel, Rowley indicated that the industry might profit by the strategy which averted the recent threat of a national railroad strike which, he said, would have paralyzed the economic structure of the nation. He pointed out that the threat of the strike had been on the horizon for several years, and efforts to reach an agreement through conventional negotiations had resulted in an impasse.

"As the walkout came dangerously close to the deadline," Rowley said, "President Johnson, in effect, locked up the opposing factions, labor and management, brought in neutral mediators, and told them to work out an equitable agreement. You know what happened. The strike was averted and the trains kept rolling, moving valuable and perishable cargos, and passengers, to their destinations."

Rowley said that while the film industry was not faced with a strike and did not need the good offices of the President of the United States, "we are faced with a number of perennial issues of great significance which, I believe, adversely affect the welfare of our great industry.

"Perhaps what we need is a system of voluntary mediation," Rowley continued. "I believe it is worth considering. A system whereby an interested outsider would sit down with exhibition and distribution, listen to both sides of a current problem, and recommend steps, methods, and procedures that would meet the approval of those on both sides of the fence."

Rowley said that men of good will and faith should be willing to give this a try and that "it could lead to the very core of our troubles and perhaps help to unravel the wrinkles that have beset us." He commented, "Maybe we are too close to our own business and fail to see the forest for the trees." He said an impartial moderator might enlighten both sides to past and current mistakes and come up with the very solution that has been evasive.

On the other hand, Rowley said exhibition could not sit by idly and allow the industry to "drift in the wind with no constructive or positive direction." He said TOA always had felt that a large majority of the industry ills should be resolved at the conference table. He said that while certain government agencies had listened to exhibitors sympathetically over the years, he personally felt that another effort should be made to sit down with distribution executives, company by company, in order to re-establish stability in the industry before chaotic conditions engulfed all segments. He said he was hopeful that such negotiations would be fruitful.

"However, if this is not the case," he con-

## UA To Reform "Showcase"; "Squadron" To 16 Theatres

NEW YORK—It was learned that United Artists will limit Premiere Showcase bookings of "633 Squadron" in the greater New York area to 16 theatres under a reformation of the Showcase system which will offer first-runs to a limited number of theatres and reportedly bypass RKO Theaters.

Under the reform, the UA release will play two houses each in Manhattan, Brooklyn, Queens, and one in Brooklyn, with nine other bookings in adjacent counties.

UA feels that the Showcase was losing its effectiveness in a larger number of runs, with other companies adopting the system or adaptations of it, and with the public confused.

## COMPO To Meet June 18

NEW YORK—The spring meeting of the executive committee of the Council of Motion Picture Organizations will be held at the Americana Hotel, Thursday, June 18, it was announced by Charles E. McCarthy, COMPO executive vice-president.

continued, "I propose, but only as a last resort, to seek assistance from any and all outside sources available to us. Naturally, we all prefer to resolve our problems by across-the-table discussions. But as you well know, the track record of such talks has not always been very bright. Honest differences of opinion, conflicts of interest, the basic economics of the industry, and a seller's market have been some of the factors which account for our frustrating record.

"Then, too, most of us here in this room have all of our eggs in one basket—theatres—while the suppliers of our product have diversified interests, many areas of which are detrimental and adverse to theatres. Also, some of them are fascinated and are romancing the pie-in-the-sky dream of pay tv."

Rowley said the industry needed a code of ethics—rules of the game for the day-to-day dealings with the suppliers of product. "Without them, we will continue to have controversy and instability." Pointing out that there was a Production Code and an Advertising Code, Rowley asked why, for example, there could not be a Competitive Bidding Code. He said that in his opinion, a code could go a long way "to improve our business, giving us time that could be more profitably devoted to filling those seats." He said he believed exhibitors were ready to work for a code, but, he asked, "Are the distributors?"

The TOA president suggested that if exhibitors could not put it together themselves, then outside help should be solicited. He said the objective was worthy and that "we of TOA are ready, willing and able to institute such a project with all interested parties."

Commenting on the TOA-Allied States discussions in regard to the formation of a new national trade association, Rowley revealed the members of the TOA group who will serve on the interim joint executive committee. All past TOA presidents, they are John H. Stembler, George G. Kerasotes, and Myron N. Blank.

## "Horizons Unlimited" Key To TVA Chicago Conclave

NEW YORK — "Horizons Unlimited — Exhibitors in Action" will be the theme of the 17th annual convention of Theatre Owners of America, scheduled for the Conrad Hilton Hotel, Chicago, Sept. 29 through October 2, it was announced yesterday by John H. Rowley, TOA president.

"The horizons for better business, better promotion, and better understanding between buyer and seller are unlimited, and we intend to stress and demonstrate how they can be achieved at the Chicago convention," Rowley said. "The accent will be on exhibitors in action in attaining increased profits through greater volume."

The Motion Picture and Concessions Industries Trade Show, sponsored jointly by TOA and the National Association of Concessionaires, will run from Sept. 28 through Oct. 1. TOA's board of directors and executive committee will convene on Sept. 28.

Rowley and Joseph G. Alterman, administrative secretary, have been conferring in New York on preliminary plans. A tentative program is being prepared and a roster of prominent speakers is being lined up.

"Each year," Rowley said, "we have stated that the upcoming convention would be bigger and better than the previous one. And every year we have been right. I am just as confident now that the Chicago convention and trade show will outrank the others."

## Pay-TV Debate In Calif.

SAN FRANCISCO — In a debate with Sylvester (Pat) Weaver, president, Subscription Television, Inc., before the Commonwealth Club of California, Vincent T. Wasilewski, executive vice-president, National Association of Broadcasters, said that pay-tv is a "disservice" to the public that would require viewers to pay for much of what they now receive free.

In emphasizing NAB's firm opposition, Wasilewski said the public would be the sole loser in any move "from free to fee tv."

He dismissed arguments that those who oppose pay-tv are opposed to free enterprise, and said pay-tv is not a new business venture, but an effort to capitalize on the public's 320-billion dollar investment in television sets.

## Para. Pact For Lyles

HOLLYWOOD—Independent producer A. C. Lyles will deliver six Technicolor features to Paramount during the next two years under the terms of a new contract, it was announced by Jack Karp, vice-president in charge of the studio.

The contract calls for three productions yearly. Lyles has made three Technicolor releases for Paramount during the past ten months under terms of a former agreement.

In Paramount's current release is Lyles' "Law of the Lawless." Awaiting release this summer is "Stage to Thunder Rock." Filming on the third picture, "Young Fury," has been completed.



# Favorable Trend Continues At Fox; Board Declares 15 Cent Dividend

NEW YORK—Darryl F. Zanuck, president, 20th Century-Fox, told the annual stockholders' meeting at Town Hall that the company in the first 1964 quarter netted \$1,536,000, or 58 cents per share, as against \$2,292,000, or 90 cents per share, in the similar period last year. Income in the first quarter of 1964 was \$22,262,000, of which \$19,283,000 came from film rentals. This compared with \$23,961,000, of which \$16,859,000 came from film rentals, the year before.

Zanuck reported that earnings of approximately \$3,364,000 are anticipated in the second quarter of 1964, bringing the total estimated earnings for the first six months to \$4,900,000, or \$1.85 per share. In the first half of 1963 earnings were equal to \$1.80 per share. It was explained that, because of the availability of a loss carry-forward in 1963 and in the first and second quarters of 1964, provision for Federal income taxes was not required.

The 20th-Fox head said, "The favorable trend is expected to continue into the second half. We are in action. 20th-Fox production has achieved the most spectacular comeback in the history of motion pictures. We're ahead of schedule. A year ago we had no pictures in production with the shutdown of the studio. We have now finished 10 pictures with 11 others in production . . . It is our main aim to see that the company in the future will be able to maintain its head without revenue from films sold to television."

Zanuck touched on economies put into effect since he took over as president two years ago, and defended the employment of Richard Zanuck as production chief. He said 20th-Fox plans to expand in the tv field.

Zanuck disclosed that weekly meetings are being held by the finance and production heads of 20th-Fox, MGM, and Columbia on the Malibu combined studio project in Southern California. "We are making steady progress," he said, but declined to reveal any of the terms of a "tentative" agreement until the Department of Justice approves.

Seymour Poe, executive vice-president, reported that from its world premiere June 12, 1963, to May 9, 1964, "Cleopatra" had accounted for world-wide boxoffice receipts of \$35,154,000. He said the company envisions total rentals of \$55,000,000 from the film by the end of the five-year liquidation period set by the company for the picture. He estimated world-wide gross receipts will hit \$125,000,000.

The meeting voted down a resolution by stockholder Lewis Gilbert calling for cumulative voting.

Following the stockholders meeting, the 20th-Fox board declared a cash dividend of 15 cents on the outstanding common, payable to stockholders of record June 5.

The directorate also declared a two per cent semi-annual common stock dividend subject to the same dates.

The directors, all reelected at the stockholder's meeting, reelected all incumbent officers.

## "Bondage" To Berlin

LONDON—The MGM-Seven Arts Production, "Of Human Bondage," has been selected by the British Film Producers Association to represent Great Britain as the official entry in the Berlin Festival, June 26 to July 7.

## Cannes Festival Honors "Umbrellas," Anne Bancroft

CANNES, FRANCE—"Les Parapluies de Charbourg" (The Umbrellas Of Cherbourg) won the Golden Palm grand prize at the Cannes Film Festival. The film has been acquired by the Landau Organization for release in the United States and Canada.

American actress Anne Bancroft, for her performance in the Columbia release, "The Pumpkin Eater," shared top acting honors with Barbara Barrie, who stars in the independent American film, "One Potato, Two Potatoes."

Special jury prize of the 17th Festival went to Japan's "Woman Of The Dune."

Best actor award was split between Antal Páger in the Hungarian film, "The Lark," and Saro Urzì in Italy's "Seduced and Abandoned," which Continental Distributing will release.

The Federation of International Press Cinema Critics award went to the Polish film, "The Passenger."

## Italian Week In Montreal

MONTREAL—From May 31 through June 5, this Canadian city will be the scene of a week-long Festival of Italian Films to be held at the recently opened Place des Arts.

Sponsored by the Montreal International Film Festival now in its fifth year, as an attempt to establish closer relations with the film industries of other countries, Italian Film Week will present 11 features and 18 shorts. The first of such events sponsored by the Festival was last spring's "Czech Film Week." Planned for 1964-65 are a Japanese and a Polish Week, plus a repeat of the competitive Canadian Film Week held concurrent with the Film Festival itself. This year, the Festival will take place Aug. 7 through 13.

Among the films to be presented are "Yesterday, Today and Tomorrow" (which will open the event), "The Terrorists," "Hands on the City," "The Easy Life," Olmi's "The Fiances," Bolognini's "Corruption," "La Donna Scimmia," and "Seduced and Abandoned." The last two mentioned were the official Italian entries at the recently completed Cannes Film Festival.

## Forman Ups Holdings Of Cinerama, Inc., Stock

NEW YORK—The Securities and Exchange Commission disclosed that William R. Forman, California theatre operator and president of Cinerama, Inc., has increased his already substantial interest in the large screen process company.

Early this year, Forman acquired a three-year proxy to vote 600,000 common shares of Cinerama owned by Nicholas M. Reisini, Cinerama chairman. In addition, last month Forman acquired the proxy with three-year options to buy up to 600,000 shares from Reisini and Robin International, Inc., which Reisini controls, at \$9 per share.

Forman currently owns about 50,000 Cinerama shares, in addition to holding the warrants, the options, and the proxy for Reisini's 600,000 shares.

Cinerama owed Forman \$17,410,000, which last year was reduced to \$13,410,000. Early this year, Cinerama borrowed an additional \$4,000,000 from Forman.

Concurrently, the SEC reports show, Cinerama has deferred for 90-day periods its payments to Forman on the original debt due him.

Forman said the company needs money for production and long-term financing.

## BV Meets At Fair

NEW YORK—Buena Vista's sales convention last week at the World's Fair, led by Irving H. Ludwig, president and general sales manager, was attended by division, district, branch managers, and salesmen from throughout the United States and Canada, and home office executives.

The agenda included the setting of sales policies, patterns of release, advertising, and promotion of Walt Disney product distributed by Buena Vista, the Disney releasing subsidiary, through the end of the year and into 1965.

The planning sessions were also attended by an echelon of top Disney studio executives headed by Roy O. Disney, president of Walt Disney Productions, and E. Cardon Walker, vice-president of sales and advertising.

In addition, the meetings were attended by eastern division manager James V. O'Garra; western division manager Leo F. Greenfield; advertising and publicity director Charles Levy. Also in attendance were Louis E. Gaudreau, Robert Dorfman, Howard Hein, Herb Robinson, Stuart Ludlum, and other home office sales and promotional executives.



AT LEFT—Subway footman boards Gene Kelly, star of "What A Way To Go!" (premiered at World's Fair); Irina Demick; and Darryl F. Zanuck, president of 20th-Fox, for underground excursion to Flushing Meadows fairgrounds. RIGHT—Stars Robert Cummings, Shirley MaLaine, and Gene Kelly arrive at Fair via special subway for "What A Way To Go" premiere at Fair's Better Living Center.

## AB-PT Stockholders Nix Cumulative Voting Plan

NEW YORK—A special stockholders meeting of American Broadcasting-Paramount Theatres voted to eliminate cumulative voting and thus thwarted a drive by Norton Simon, west coast industrialist, to get a representative on the board. The vote was over three million shares for the change, vs. 519,382.

Edward L. Hyman, the only AB-PT vice-president not present at the network's upper Manhattan headquarters was in Albany awaiting the signal that Exhibit A in the proxy statement was adopted, changing the corporate certificate. As soon as he got the word he signed the amended certificate in the Secretary of State's office, making the revision to non-cumulative voting official.

Leonard H. Goldenson, president AB-PT, presided at the meeting and in his annual statement said that improvement in the company's broadcasting operations and theatres was primarily responsible for a 20 per cent earnings increase for the first quarter.

As to theatre operations, he said, "We are continuing our policy of strengthening our theatre portfolio by disposing of marginal properties and replacing them, where possible, with new theatres, particularly in shopping centers in growing suburban areas . . ."

He said that AB-PT is not contemplating production of theatrical features at present, but added "We may consider doing so sometime in the future."

He revealed that "AB-PT Theatres is negotiating a deal to buy up the control for operating the Paramount on Broadway. He pointed out that the house has been losing money for some time and the national circuit has to pay a rental of 25 per cent of the gross and then 50 to 60 per cent for pictures. The theatre is leased from 1501 Broadway Corp., a Paramount Pictures subsidiary.

Goldenson said AB-PT has no company policy on Pay-TV. He said "We are opposed as a network and will study it carefully. If the public and FCC decide in favor of Pay-TV, we will consider going into it. The only advantage is that the public will pay for something they now get free."

All incumbent directors and officers were reelected.

## CED Post To O'Brien

CHICAGO—Robert H. O'Brien, president, Metro-Goldwyn-Mayer, Inc., has been elected a trustee of the Committee for Economic Development (CED) at the annual meeting of the Committee's board of trustees.

The Committee for Economic Development, composed of 200 trustees from top management positions in many of the largest corporations in the country, is devoted to building a bridge of communication and respect between business and government, and between business and the academic world.

## President Lauds Exhibs

WASHINGTON—President Johnson has expressed warm praise of the country's motion picture theatres for showing the National Anthem trailer now being distributed by National Screen Service.

In a letter to Under Secretary of the Navy Paul B. Fay, Jr., the President says, "I hope that the showing of this film will continue forever."

# SW's Sam Rosen First To Receive W.J. German Human Relations Award



Jack L. Warner, president, Warner Brothers, and producer of "My Fair Lady," left, is seen with Harry Kalmine, Stanley Warner Theatres, at a recent preview of the film at the Egyptian, Hollywood, for exhibitors.

## Schuman's Crystal Ball Provides Right Answers

DETROIT—Amusement editor of the Detroit News waylaid and elicited some revelations when Edward L. Schuman passed through here. Some of it is even of more interest to the industry than to the general public.

Originally a Detroit, but now a transplanted New Yorker, Schuman is known best as film buyer for 46 Walter Reade theatres. But he still has roots in Detroit where he operated the Studio and Studio North, and on April 12 opened Studio 8, a 502-seat intimate plush modern house, built from the ground up.

For one thing, he thinks a "silent revolution" has taken place; there's no longer anything such as a pure "art house." The old Hollywood order has gone; it's now a question of picking your attractions. How successful he has been can be indicated by noting a few achievements at random:

Besides his other activities, Schuman is a show backer. His selected investments have included "Beyond the Fringe," "Barefoot in the Park," "Lord Pengo," and the Richard Burton "Hamlet."

It was he, against the advice of his associates, who paid what seemed enormous sums for "Tom Jones" and "Dr. Strangelove." At the time associated with Rugoff Theatres, he put up \$65,000 for "Jones" at Cinema I, New York City, an unheard of guarantee for an art film. (Since October, "Jones" has racked up half a million for the distributor and \$200,000 for the 750-seat theatre. Now playing in Detroit, it is packing them in.)

He gave the Reade Sterling firm the shivers by advancing twice that amount for "Strangelove," which is likewise performing box office miracles.

Schuman deprecated the impact of pay-tv. He thinks it will be mainly used for boxing and other headline sports.

If he is as right about that as he has been in picking attractions that are winners, the boys in general, and in California in particular, should be less frenetic.

NEW YORK — Samuel Rosen, executive vice-president of Stanley Warner Corporation, will receive the first William J. German Human Relations Award at a luncheon of the motion picture and amusement industry on Tuesday, June 16, at the Americana Hotel.

Announcement of the event, sponsored by the American Jewish Committee Appeal for Human Relations, was made by Richard F. Walsh, chairman of the luncheon and president of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada.

The luncheon will mark the high point of the industry-wide campaign to support the human relations program of the American Jewish Committee. The agency, founded in 1906, is this country's pioneer human relations organization. It combats bigotry and discrimination, protects the civil and religious rights of Jews at home and abroad, and advances the cause of human rights for all. This year, the appeal seeks \$4,500,000 to support these programs.

The William J. German Award has been established by the committee to honor the late industry personality who was a leader of the American Jewish Committee and many other philanthropic and humanitarian endeavors. It will be given each year "to the person in the motion picture and amusement industry who best exemplifies that dedication to good human relations that characterized the life of William J. German."

In his announcement, Walsh pointed out that "the film industry has given maximum support for many years to the programs of the American Jewish Committee through the annual campaign of the Joint Defense Appeal. Now that JDA is no longer in existence, we must continue to give our full backing to the committee's vital work through its nationwide appeal for human relations."

Walsh continued, "This luncheon will be the first event of our industry in behalf of the appeal for human relations. It is most important that every segment of our trade support the appeal and the committee's program since the work that it does is not only vital but also is unique in dealing with the problems of Jews in foreign lands; in improving interreligious relations; and in its program of scientific research into the causes of bigotry and prejudice. To maintain and expand these programs in the critical days in which we live, a maximum mobilization of the film industry is called for to raise the necessary funds."

Rosen has been an executive with Stanley Fabian Corporation for over four decades. He is also vice-president and treasurer, Wilmer and Vincent Corp., and director of International Latex Corp. He is director of the Metropolitan Motion Picture Theatres Association, associate treasurer and director of the Will Rogers Memorial Hospital, chairman of the YMCA of the motion picture industry, director of Beth Israel Hospital, New York member of the board of trustees of Yeshiva University, and founder of the Albert Einstein College of Medicine. He is a member of the executive board of the American Jewish Committee.

# Embassy Announces Release Plans For Record Schedule To Year-End

NEW YORK—Joseph E. Levine's Embassy Pictures held its second annual national sales convention. Comprehensive advertising, publicity, and exploitation campaigns on the company's expanded release schedule for the second half of the 1964 were detailed in depth at the three-day conclave.

Particular emphasis was placed on the company's summer release schedule. D. J. Edele, general sales manager, announced the line-up and detailed distribution patterns on each attraction.

Executives from Embassy's home office and 11 distribution branches around the country participated in a showmanship forum opening the sales convention.

Addressing the opening session were Joseph E. Levine, president; Leonard Lightstone, executive vice-president; and Edele, who conducted the meetings.

Presentations on Embassy's showmanship campaigns for the extensive release schedule were made by Sid Blumenstock, director of advertising; Harold Rand, director of world publicity; and Charles Cohen, director of exploitation.

Also participating in the meetings were Robert R. Weston, vice-president and assistant to Lightstone; Julius Sprechman, vice-president and comptroller; E. Jonny Graff, vice-president in charge of television; Lou Steisel, assistant general sales manager; Larry Ayers, home-office sales control manager; John Downing, manager of exchange operations; Bert Anshein, manager of print and booking departments; and Harry Margolis, Metropolitan district manager.

Field personnel attending the convention included Joe Wolf, New England division manager; Hatton Taylor, New England district manager; Irving Lomis, east-central district manager; Lester Zucker, mid-central district manager; James Frew, south-eastern division manager; Buford Styles, south-eastern district manager; F. J. Lee, Great Plains district manager; Glenn Fannin, south-western district manager; Si Lax, mid-western district manager; Arnold Monnette, Chicago sales representative; Julius Needelman, western district manager; Erwin Douglyn, Los Angeles sales representative; John O'Leary, north-western district manager; and Harold Kimmel, Washington, D. C., branch manager.

Embassy will release a minimum of 21 pictures during the second half of 1964. Twenty of the 21 features are already completed and being prepared for release. The other, "Marriage—Italian Style," starring Sophia Loren and Marcello Mastroianni, with Vittorio De Sica directing, is now being completed in Rome for Christmas release.

Additional films will be added later to the June-December 1964 release schedule, which includes "Zulu"; "A House Is Not a Home," "Three Penny Opera," with Curt Jurgens, June Ritchie, Hildegard Neff, and Sammy Davis, Jr.; "Only One New York"; "The Ape Woman," starring Ugo Tognazzi and Annie Girardot; "The Empty Canvas"; "Crazy Desire," starring Ugo Tognazzi and Catherine Spaak; "Contempt," starring Brigitte Bardot and Jack Palance; "The Easy Life"; "The Talking Bear"; "The Hellfire Club," starring Peter Cushing; "Fury at Smugglers Bay,"



Academy Award-winning costume designer Edith Head is seen with some of the models who participated in "A Hollywood Cavalcade Of Fashions" at the New York World's Fair recently in an event which benefited the Save The Children Foundation. Included were Miss Head's styles for "The Carpetbaggers" and "Where Love Has Gone," Paramount releases.

starring Peter Cushing; "Yesterday, Today and Tomorrow"; "Secret of Magic Island"; "The Archangels"; "Light Fantastic"; Federico Fellini's *8½*"; "The Conjugal Bed"; and two comedies starring Vittorio Gassman. "Il Successo" and "Let's Talk About Women."

Embassy has concluded negotiations, representing \$1,650,000 in minimum guarantees, for the international distribution of four of its feature films, with 10 major companies.

Lightstone noted that further deals were initiated that would add an additional \$1,500,000 to the total amount of business contracted for at the Cannes festival.

The arrangements involve "Marriage—Italian Style," "The Ape Woman," "Only One New York," and "Italiano Brava Gente," first Italian-Russian-American co-production, starring Peter Falk, Arthur Kennedy, Raffaele Pisu, and Tatania Samoilova.

The Embassy contracts were signed with Ocean Films of Argentina, Metropolitan Films of Belgium, Nippon Herald of Japan, A. S. Films of Spain, Gimshine Company of Formosa, Societe Nouvelle de Cinematographie of France, Ster Film of South Africa, Edmund Sarlui of Peru, Hafbo Films of Holland, and Inter-Film of West Germany.

An "entire industry review of the entire producer-exhibitor relationship" was advocated by Levine. "Everybody loses—producer, distributor and exhibitor—when expediency forces good judgement out the window," Levine asserted at the concluding session of the sales convention.

"Everyone concerned suffers prolonged death when we persist in such harmful practices as 'quick dates' for a quick buck," Levine exemplified. "No one can win."

"Aggressive, forward-looking merchandising is the prime necessity, today—right down the line."

Noting that Embassy has changed its "production face" to reflect the ever-changing needs of the world's theatres and their publics for diverse screen entertainment appealing to the widest range of tastes, from the commercial to the specialized, Levine declared that the company, too, has changed its "merchandising face."

## NSS Sales Personnel Learn About Cinemotion

NEW YORK—National Screen Service branch managers and key sales personnel attended a three-day sales session at the City Squire Hotel.

Burton E. Robbins, president of NSS, opened the meetings, which were called to acquaint staff members with the company's new Cinemotion Display Service. While in the city, the managers received full orientation in the wide range of "Technamation" products and their application.

Melvin L. Gold, general sales manager, held sessions on the sales policy established for Cinemotion Service and detailed the new advertising aids recently developed by the company, as well as east coast film production facilities which are being expanded.

Norman Robbins, vice-president and general manager, talked to the men on new data process procedures NSS is installing throughout the country.

Attending the meetings from NSS branches are the following managers:

Charles Lester, Atlanta; A. Joseph Rossi, Boston; Robert Simril, Charlotte; Milton Feinberg, Chicago; William Bein, Cincinnati; Paul Short, Dallas; Jack Lustig, Denver; Ivan Clavet, Detroit; Jack Winningham, Kansas City; Fred Weimar, Los Angeles; Paul Ayotte, Minneapolis; J. Louis Boyer, New Orleans; Julie Fine, New York; Stanley Goldberg, Philadelphia; Irving Marcus, Pittsburgh; Al Rothschild, St. Louis; Ray Richman, San Francisco; Kenneth Friedman, Seattle; and Ben Ashe, Hollywood Studio.

The following salesmen also attended: Max Mazure, Chicago; and Al Blumberg and Jack Jacobs, Los Angeles.

"No more can we afford the luxury of 'hit-an-miss' dating," he explained. "Every date must fill a purpose and every date must fit into an over-all, strategic 'Grand Plan.' To this purpose, we have designed a merchandising-marketing committee, headed by D. J. Edele, our general sales manager." Their function—to evaluate each key and sub-key date within a national pattern. While booking and dating isn't an exact science, we can reduce the margin of error by proper evaluation by knowledgeable people in sales and merchandising.

"Every motion picture requires a tailor-made sales and merchandising technique. Everyone knows that, but not everyone heeds that. You can't just distribute motion pictures any more. It's all right to distribute magazines, or even automobiles. But not motion pictures. Distribution, as a term and practice, is archaic and old-fashioned. This is a highly skilled and specialized field of bringing motion pictures to the public. It takes Sales Engineering."

"Embassy's relationship to the motion picture industry at large is best summed up as a major and vital source of supply. We are a top-drawer supplier of motion picture entertainment to the entire world. We have, for one thing, proved that we can take a foreign-produced film and play it in any house in any part of the country. Just look for proof to the smash successes of such films as '8½,' 'Yesterday, Today and Tomorrow,' 'Two Women,' 'The Sky Above—The Mud Below,' 'Boccaccio '70,' and many others."

## Brandt Files Trust Suit Against "Showcase" Policy

NEW YORK—A suit was filed in U. S. District Court here by Beathcorp, Inc., operator of the Beacon, Manhattan, a Harry Brandt operation, against United Artists; Universal; Warner Brothers; Columbia; Skouras Theatre Corporation; Lowe's Theatres; RKO Theatres; Century Circuit; Salah Hassanein, Skouras president; Bernard Myerson, Lowe's executive vice-president; Matthew Polon, RKO vice-president; and Martin H. Newman, Century vice-president, charging conspiracy and collusion in setting up the "Showcase" system of distribution of motion pictures and the licensing thereof in the City of New York.

Treble damages of not less than \$1,050,000 are asked along with temporary and permanent injunctions.

The complaint, which charges violation of the Consent Decrees and the U. S. and New York State anti-trust statutes, recites that exhibitor defendants "conspired" with distributors to prevail upon them to enter into "conspiracies to establish the Showcase system in and through the City of New York and the surrounding counties, and particularly the Borough of Manhattan, where plaintiff's theatre is located."

The defendants are accused of conspiring "to monopolize and to attempt to monopolize in their favor the first-run exhibition of motion pictures in the metropolitan New York area and particularly in the Borough of Manhattan; to permit and allow the exhibitor-defendant's theatres in the metropolitan New York area, particularly in the Borough of Manhattan, to exhibit their motion pictures on a preferential basis; to suppress competition in the exhibition of motion pictures in the metropolitan New York area and particularly in the Borough of Manhattan and in the licensing of motion pictures in interstate commerce and trade for exhibition first run in the said areas; to restrain competition in the licensing of motion pictures for first run exhibition in the metropolitan New York area and particularly in the Borough of Manhattan."

The plaintiff holds that the distributors' request for bids from "theatres which had theretofore not been required to bid for licenses" represented "a subterfuge and an attempt to create a legal aura to a vicious and invidious system of runs which had been pre-determined by the conspiracy of the defendants with each other."

It further charged that "no neighborhood theatre in the Borough of Manhattan, other

## Durham Civic Leader Deplores Ads, But Says Public Must Share Blame

### Wilmington Downtown House Joins Group Parking Plan

WILMINGTON, DEL.—Lewis S. Black, city manager, SW Theatres, announced that the SW Warner has joined the Wilmington Parking Authority's group rate parking program, becoming the first downtown theatre to take part.

SW Warner customers can park free at either the Mid-Town Parking Center from 5 p.m. to 1 a.m. or the surface lot at 12th and West streets from 5 p.m. to midnight. Robert A. Carney, manager, Loew's Aldine, said it will join the program later. Parking stubs must be presented to the cashier of the theatre for validation when tickets are bought.

Black noted that moviegoers will have time to eat dinner at a downtown restaurant before the show or have an after-the-show cocktail.

than the theatres of exhibitor-defendants RKO and Skouras was permitted to exhibit motion pictures on the Showcase run; by the Showcase system, the defendants have created artificial competitive areas not truly competitive as neighborhood motion picture theatres; distributor-defendants have conspired with exhibitor-defendants to grant allowances and to adjust and settle license fees after runs, without affording plaintiff and others similarly situated similar rights and privileges; distributor-defendants have permitted exhibitor-defendants from time to time to terminate runs before what would have been the contractual expiration of the runs, for the purpose of favoring such exhibitor-defendants; distributor-defendants have permitted the theatres of exhibitor-defendants favored terms to compensate for excess film rentals that may have been made in connection with Showcase runs, and have otherwise favored other theatres operated by the exhibitor-defendants; and the distributors have conspired with Skouras and Loew's in granting Showcase runs to Loew's 83rd Street and Skouras' Riverside and Riviera, the effect of which, with clearance over the Beacon, is to relegate the Beacon, which had conventionally been a first run neighborhood theatre, to a subsequent run."

DURHAM, N. C.—Criticism is being directed at Durham, N. C., newspapers over what has been described as "pornographic movie ads."

One critic has proposed that parents, educational, recreational, and civic leaders "follow up this indignation with investigations of what is behind these ads."

This suggestion came from a woman civic leader, Mrs. Clara L. Council, who said, "I have been assured constantly by managers and other personnel of local movie houses that they have no control over the ads which are sent out by some central office whose only interest, I am sure, is purely materialistic and cares nothing of how Durham is trying to make this the best city in the U.S.A."

"Many of the people connected with our local theatres seem sincerely concerned about the problem, and two admitted they would not let their children see most of the movies," she said. "They also admit that the ads are deliberate come-ons to attract our young people, who seem to be the only ones who manage to get hold of enough money to see this junk."

"For the deception of our youth works two ways. First, the ads are made particularly suggestive to convince naturally curious youth that this movie is really revealing the secret facts of a way of life as yet unknown to them. If right thinking parents, educators, etc., would check on these, they would find that nothing could be further from the truth."

"The second way this deception works is by labeling it 'Adults Only.' When I called to see what a particularly vulgar advertisement means by this, I find that it means anywhere from 12-16, or anyone accompanied by an adult. This makes these eager young people think, 'Now I am an adult and what I see here is really what goes on in the adult world.' Many times, they are disappointed. Many more times, they believe a dangerously distorted view. Imagine the recurring results of loss of faith in parents, teachers, religious and civic leaders, when they are depicted as deceitful sexual perverts?"

"But this isn't all. The same movie managers have to mentally throw up their arms in resignation when, no matter how conscientiously they try to keep the children out, parents (mostly mothers) come and dump their children in the movie houses to act as baby sitters, with no regard as to the type movie, time of day or night, or people who are sitting there. I am surprised we have not had more unfortunate incidents and believe we owe a debt of gratitude to the worried supervision of movie-house personnel."

"But worst of all are the drive-ins, their ads, and the pictures. I was told by the managers that there is no age limit, which means the alarming fact that any little girl can come in a private car with any depraved, thrill-seeking male, and there is absolutely no supervision from the time the car enters and the fee is paid."

### Reade-Sterling Net Up

NEW YORK—Walter Reade/Sterling, Inc., net income for the year ended Dec. 31, 1963, totaled \$278,957 or 18 cents per common share, up 26 per cent from \$222,261 or 14 cents per common share earned in 1962.



At recent N. Y. area meet on "River Kwai" showcase plans are exhibs and Columbia exploiters headed by Roger Caras, exploitation manager. Seen (L to R) are Caras; Hal Sloane, N. Y. exploitation staff; James Alliegro, Scarsdale Plaza; Allan Nathan, N. Y. staff; Gus Birnbaum, Scarsdale Plaza; Bob Cooper, N. Y. exploiteer; Sperie Perakos, Perakos Theatres; Don logha, Nutmeg Circuit; and Harold Danzinger, N. Y. staff.

# "Twilight Girls" Censorship Case Ready For Initial Judicial Joust

ALBANY—The first round in the judicial joust over the licensing for New York State of "The Twilight Girls" will be fought here on June 2 before the Appellate Division, Third Department.

That court, which last November overruled the determination by Regents that "A Stranger Knocks" could not be granted a Seal unless two scenes of sexual intercourse were excised, will hear Charles A. Brind, Jr., counsel for the board, argue that it properly and legally denied an exhibition permit for the French-produced film, if Audobon Films (American distributor) refused to delete scenes of nudity and Lesbianism. Dr. Brind will contend that "said film is obscene within the meaning of sections 122 and 122-A of the Education Law."

Edmund C. Grainger, counsel for Radley H. Metzger (doing business as Audobon Films), will assert that the licensing law is "unconstitutional," because it violates guarantees of freedom of speech and of press; Regents' action was "invalid, because it ignored the ruling established by the U. S. Supreme Court in Roth vs. U. S., and rested its decision on findings that small scenes in three reels are obscene, rather than considering the film as a whole."

The Appellate tribunal has undergone changes since its determination that U. S. Supreme Court rulings in Times Film Corporation vs. Chicago and Roth vs. U. S. "compel us to annul the Regents' determination."

Presiding Justice Francis Bergan, who sided with the majority in "A Stranger Knocks," is now an associate judge of Court of Appeals. James Gibson, who as an associate justice asked most of the questions in the argument before the division on the Danish film, is now presiding justice.

Dr. Brind and Mr. Grainger are expected to differ in their interpretation of the court rulings on "A Stranger Knocks." The state's highest court has supported the ban on this film. Trans-Lux is carrying the "Stranger" case to the Supreme Court.

## Red Cross Fetes Downing

NEW YORK—Russell V. Downing, president of the Radio City Music Hall, was honored at the closing luncheon of the national convention of the American Red Cross in the grand ballroom of the New York Hilton. He was presented with a scroll commemorating his assistance to the Red Cross.

The citation refers to appreciation for the finale of the January, 1963, stage presentation at the Radio City Music Hall, which featured a special number dedicated to the 100th anniversary of the international Red Cross.

## "Fall" In Benefit Bow

HOLLYWOOD—A gala, red-carpet, black-tie premiere for Samuel Bronston's "The Fall of the Roman Empire" will be held at the Paramount here on June 10, with proceeds going to the Cheerful Helpers for Handicapped Children.

"The Fall of the Roman Empire" will have an extended run at the Paramount, which has undergone extensive redecoration for the engagement of the Paramount Pictures release.

## Para. Net Income Up; TV Station Sale Reported

NEW YORK—Paramount Pictures Corporation reports estimated consolidated net income for the first quarter of 1964 at \$1,041,000, or 63 cents per share. In addition, an investment profit was realized in the amount of \$723,000, or 44 cents per share, based upon 1,651,281 shares outstanding on March 28.

Comparative consolidated net income for the same period in 1963 amounted to \$602,000, or 36 cents per share and an investment profit of \$445,000, or 26 cents per share.

The company also reported the consummation of the sale of television station KTLA for in excess of \$12,000,000, which will provide a profit of approximately \$7,500,000 after taxes.

## Negro-Only Theatres Seen Guilty Of Discrimination

WINSTON-SALEM, N. C.—The Winston-Salem branch of the National Association for the Advancement of Colored People has voted to conduct a study of North Carolina state laws permitting "discrimination against would-be white patrons at theatres catering solely to Negroes."

Clarence L. Montgomery, branch president, said, "We are going to place the issue in the hands of our redress committee."

Action by the group came as a result of recent refusal of a local motion picture house catering to Negroes to sell tickets to white patrons. It was indicated that under its license, the house was not permitted to charge admission to white persons.

In voting for a study of the state laws on the matter, the NAACP branch said:

"We believe the tax laws, both state and municipal, to be unconstitutional that allow these theatres a lower rate of taxation on the grounds that they allow only Negroes to attend. We want to be instrumental in having these discriminatory rates removed.

"If discrimination and segregation are wrong, we believe these to be wrong if the victims are black or white. An unfair act against our brother today may become an unfair act against us tomorrow."

Most white theatres in Winston-Salem have integrated as a result of demonstrations.

Meanwhile, at Lillington, N. C., the NAACP has demanded the desegregation of all places serving the public.

The Rev. V. B. Felder, of Dunn, president of the Dunn-Harnett branch of the NAACP, and Emma M. Murchison, president of the Lillington-Harnett Youth Council of the NAACP, in a letter to all business firms said:

"The Negro citizens of the Lillington community will not be satisfied until opportunities are provided for full and complete integration into the total life of this community on the part of all people without regards to race, color or creed."

## Brandt, Belafonte Honored

NEW YORK—The Performing Arts Building on the new Eleanor Roosevelt Campus of the the Wiltwyck School for Boys will be named for Harry Brandt, prominent motion picture exhibitor and president of the ITOA. Brandt, a long-time member of the board of directors of the Wiltwyck School, is being honored in this way because of a major grant made to the agency's building and development fund campaign



BRANDT

and because of his many years of dedication to the work of the School.

At the official ground breaking ceremonies for the new campus on May 16, C. R. Smith, chairman of the board, American Airlines, and head of the School's building and development fund, announced that another long-time friend of Wiltwyck, Harry Belafonte, has had the theatre in the Performing Arts Building named for him, because of a gift in his honor made by RCA Victor Records. Belafonte, who was introduced to the Wiltwyck School by Mrs. Roosevelt, has raised nearly a quarter-million dollars for it through a series of benefit concerts at Carnegie Hall.

## MGM Active In TV

CULVER CITY — Following the arrival from New York of Robert H. O'Brien, president of Metro-Goldwyn-Mayer, Inc., studio head Robert M. Weitman has announced expanded production plans extending through the 1965-66 season signaling the start of the most active and diversified year in Metro-Goldwyn-Mayer Television's history. John Burns, vice-president in charge of tv sales, was also in from New York for the meeting.

Scheduling of early filming starts on five 1964-65 season network series—"Dr. Kildare," "Mr. Novak," "The Man from U.N.C.L.E.," "Flipper," and Parke Levy's "Many Happy Returns"—was augmented by Weitman's disclosure that a record high of 18 new series are now in varying stages of development for the following year.

The five series that assure the company of four hours of network prime time beginning in the fall maintain MGM-TV's position of the past year as second among all TV producing companies.

## Theatres Hunt "Miss Universe"

NEW YORK — Thirty-seven Skouras and Randforce Theatres are serving as 1964 "Miss Universe" centers throughout New York City to June 4.

Girls wishing to enter the "Miss Universe" competition may apply in the lobbies of their neighborhood Skouras and Randforce houses. The contest is open to unmarried women between the ages of 18 and 28 who have been residing in New York State for at least six months. No talent or experience is required.

Elimination contests are being conducted in five theatres. Ultimately, six "Misses"—to represent each of the city's boroughs and Greater New York—will be selected for an all expense paid trip to Grossinger's Hotel. There, from June 23 to 25, they will compete with other city and regional winners for the title of "Miss New York State." "Miss New York State, will go on to Miami for the "Miss USA" contest. "Miss USA" will go on to the international finals of the 1964 Miss Universe Pageant in August.

## Computer Cuts Corners For Universal Studio

UNIVERSAL CITY, CALIF.—Production cost information, which once took weeks or months to gather, now can be obtained in minutes at Universal City Studios. The change, disclosed by Albert A. Dorskind, MCA Inc. treasurer and vice-president, is attributed to a team of electrical data processing specialists and a fully integrated data processing system, which offers "the ultimate in management analysis."

It consists of the Honeywell 400, largest computer in the motion picture industry, into which Dorskind says that all of the studios' accounting functions have now been incorporated. "It has taken us a year to reach this stage of development," Dorskind said, "and indications are that the possibilities of applying this system are limitless and exciting."

Dorskind added that MCA's organizational and distributional records, heretofore kept in Chicago, have been moved to the studio, and by the end of the year will be handled entirely by the computer.

In addition to the work performed for the motion picture and television organizations, the computer is also handling the posting of savings accounts for the Columbia Savings & Loan Association of Denver, an MCA subsidiary, plus payrolls for other MCA divisions.

For the studio, the computer's master file now lists 16,000 names, representing studio employees of recent years. More than half the total are actors, directors, and producers. The professional record of any individual in the group can be gotten from the machine almost instantly.

"We are checking the idea of having the Honeywell 400 break down an entire year's studio schedule to where each property's needs, such as stage space, equipment, cost, etc., are made immediately available to us."

## Goldwyn Honored In N. Y.

NEW YORK — Samuel Goldwyn, accompanied by Mrs. Goldwyn, received the first Golden Door Award from the American Council For Nationalities Service at a formal dinner in his honor at the Waldorf.

The Award has been established "to honor Americans of foreign birth who have made distinguished contributions to American life and culture."

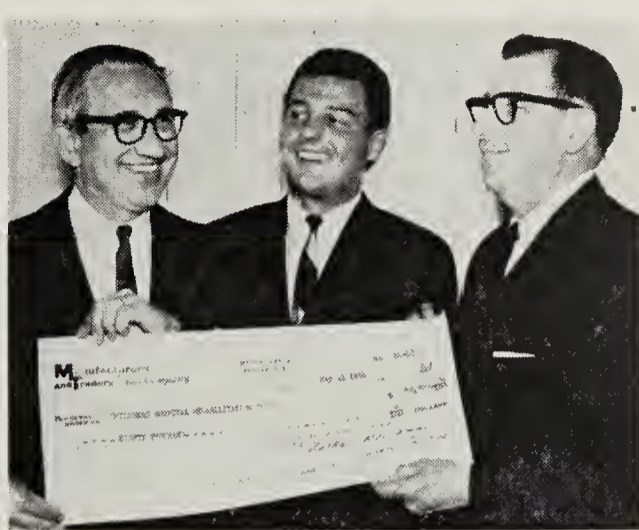
Goldwyn was chosen as "The Nation's Outstanding Foreign Born American" by a panel of judges, including General Lucius D. Clay, the Very Rev. Theodore M. Hesburgh, president of Notre Dame; Clark Kerr, president of the University of California; Edward R. Murrow; John Steinbeck; Gardner Cowles; and Walter Reuther, among others.

## Schine Shifts Showmen

GLOVERSVILLE, N. Y. — The following managerial changes were announced by Seymour H. Evans, general manager, Schine Circuit, Inc.

James Macris, manager, Ashland, Ashland, O., to manager Oswego, Oswego, N. Y.; Richard Streeter, assistant manager, Riviera, Rochester, N. Y., to manager, Ashland, Ashland, O.; Harold Cary, manager, Oneonta, Oneonta, N. Y., to manager, Auburn, Auburn, N. Y.; Philip Thorne, manager, Playhouse, Canandaigua, N. Y., to manager, Oneonta, Oneonta, N. Y.; David Bobbett, manager, Malone, Malone, N. Y., to manager, Playhouse, Canandaigua, N. Y.; George Perry, assistant manager, Massena, Massena, N. Y., to manager, Malone, Malone, N. Y.

# MPAA Report Shows Revenue Gain; Predicts More Product For 1964



Buffalo Variety Club Tent Seven recently turned over a giant check of \$80,000 to the Rehabilitation Center of Children's Hospital at a Telethon Victory Dinner in the clubrooms. Left to right, Dr. Eugene Warner; Thomas W. Fenno, chief baker; and Nathan R. Dickman, chairman of the Telethon held over WKBW-TV.

## Glen Alden Stockholders Okay Stock Buy, Options

NEW YORK—At the annual meeting of shareholders of Glen Alden Corporation, all 11 directors were reelected. They are William Bellano, Frank Burnside, Ralph E. Case, T. R. Colborn, Wentworth P. Johnson, Albert A. List, Vera G. List, Harry Mandel, M. Lester Mendell, A. H. Parker, Jr., and Charlton H. Williams.

The shareholders authorized the board in their discretion for a period of one year to purchase up to one million shares of the company's stock out of capital surplus. They also approved amendments of the corporation's 1962 stock option plan to bring it into conformity with the provisions of the Revenue Act of 1964 regarding stock options.

List said that the Glen Alden Coal Company division is entering into an agreement with Humble Oil and Refining Company covering about 20,000 acres of oil and gas rights in the Wyoming Valley, Pennsylvania. Under the agreement, Humble will drill a "wildcat" test well, and if oil or gas should be found in commercial quantities, Humble would proceed with a drilling program, paying royalties to Glen Alden.

List was reelected chairman of the board and president of Glen Alden Corporation, and the other executive officers were reelected.

Directors also declared the regular quarterly dividend in the amount of 12½ cents a share, payable July 14 to holders of record June 30.

## NGC's Cleary Retires

BEVERLY HILLS, CALIF. — Tom Cleary, chief of the payroll department of National General Corporation, retired from the circuit following an association of 43 years in the motion picture industry.

Cleary first entered show business in 1921 in the accounting department of Associated First National Pictures, subsequently known as First National Pictures. In 1924, he joined Fox Film Corporation, presently 20th-Fox Film Corporation, as senior traveling auditor and visited the company's offices all over the world.

NEW YORK—The American motion picture industry is breaking out of a five-year plateau on U. S. revenues, Ralph Hetzel, acting president of the Motion Picture Association of America, recently reported to MPAA membership.

Revenues of MPAA member companies from motion picture distribution in the United States, which had been in a general decline since 1947, leveled off from 1957 to 1962. Last year, however, the first important increase of more than 5 per cent was enjoyed, according to the report.

Preliminary figures for the first three months of 1964 show an even substantially greater increase than the 1963 improvement.

Early reports indicate that the total number of feature length films to be released by member companies of the Association in 1964 may exceed that of 1963. The eight member companies released 151 new feature pictures in 1963. Based on plans for the first six months, distribution of new features should increase substantially in 1964, Hetzel said.

Because of an expanding market potential, the industry has an excellent opportunity to make important gains in the next five or six years, he commented. He said that the industry was particularly interested in the forecast that the young adult group—ages 20 to 29—will expand by 24 per cent between 1965 and 1970.

Motion picture theatre ticket sales, according to the Department of Commerce, continue to account for two thirds of the nation's spectator amusement expenditures, Hetzel reported.

American motion pictures occupy 60 per cent of screen time abroad, and foreign revenues of the major distributors are expected to continue at a \$300,000,000 annual level in 1964, he noted. "According to preliminary indications, foreign revenues appear to be holding their own. They will no doubt continue to account for 50-55 per cent of the world gross of the members of the Motion Picture Export Association," Hetzel said.

"More variety in types of pictures and a new vitality and freshness have characterized the most successful pictures of the past winter quarter," Hetzel noted. "There appears to be a rejection of the old formula-type production. The hits range from the madcap slapstick 'It's A Mad, Mad, Mad, Mad World' and the satire 'Dr. Strangelove,' to impressive dramas like 'The Cardinal,' and 'Becket.'"

Hetzel noted that the industry is engaged in a major modernization of its Hollywood facilities. MCA, Inc., the parent company of Universal Pictures, is constructing a new \$25,000,000 Universal City Plaza. Columbia, M-G-M and 20th Century-Fox have announced plans for a \$100,000,000 new production center in Malibu.

## Seven Arts Earnings Up

NEW YORK — Eliot Hyman, president, Seven Arts Productions, Ltd., announced company earnings of \$3,154,002 or \$1.81 per share after taxes for the year ended last Jan. 31. This compares with \$1,705,793 or \$1.08 per share for the preceding fiscal year.

Income for fiscal 1964 was \$41,225,360, compared to \$19,407,905 in 1963. Earnings in fiscal 1964 before \$3,325,000 for taxes were \$6,479,002, compared to \$2,896,793 before \$1,191,000 taxes.

## Detroit Circuit Maps New Shopping Center Theatre

DETROIT—Last week, there appeared in these columns the story of the operators of three of the city's largest circuits getting together for a third time in less than two years, in this instance to build the Northland Cinema in the Northland shopping center.

One week later, it was announced one of the participants, Suburban Detroit Theatres, Inc., will go it alone, building and operating another theatre, the first new house on Detroit's east side to be built for 17 years.

The official tidings came from Sidney Forbes and Maurice Cohen, young co-owners of the Regional Shopping Center, where the Gateway will arise. It was so named by Richard Sloan, Suburban president. He said it will seat 1,400, contain every modern feature, including hi-fi stereo and wide screen.

Construction is scheduled to begin before July 1, opening next Christmas.

Asked by MOTION PICTURE EXHIBITOR about these rapid-fire decisions to locate in shopping centers, Sloan said:

"Like all businessmen who have a product to sell a mass market, our motion picture theatres have to be located where people live and shop. The shopping center, with its large provision for parking, and positioned within easy access to a trade area of 10 miles or more, makes an ideal spot for a theatre. People from Mt. Clemens, Clinton Township, Roseville, East Detroit, Warren, and St. Clair Shores are in the Regional Shopping Center every day."

The Gateway, first step in major expansion of the center, he added, "will be among the first theatres to receive top films when they reach the suburbs."

A department store and six other tenants are also being added to the center.

## AB-PT Affiliates Attend Des Moines Meeting

DES MOINES—An enthusiastic assemblage of theatre executives concluded a three-day meeting here.

Executives of American Broadcasting-Paramount Theatres northern affiliates, together with home office executives headed by Edward L. Hyman, AB-PT vice-president, completed a "working meeting" concentrating on the pictures they are scheduled to be playing through Labor Day.

Through covering every phase of theatre operation, particular stress was given to the subject of the general promotion of feature films booked into the houses.

"With the full cooperation of every theatre manager and his aides," declared Hyman, "any picture of fair quality can be built to boxoffice satisfaction. It is not only the anticipated block-busters which should be getting the showman's support but those near-big ones, for with that type of picture the true theatreman can show his mettle and earn the

warm feeling of a job well done."

Attending the meeting were Earl Long, California Paramount Corp., San Francisco; Woodrow Praught and Tom Byerle, United Detroit Theatres; Charles Winchell, John Branton, George Shepherd, and Everett Seibel, Minnesota Amusement Company; George Aurelius, Arizona Paramount Corp.; John Krier, Intermountain Theatres; Robert K. Shapiro, New York Paramount; Arthur Krock, Buffalo Paramount Corp.; Francis Anderson, Monroe Amusements, Rochester, N. Y.; Leon Serin, Philadelphia; Chester Stoddard and Marvin Huban, New England Theatres; and Don Allen and Don Knight, hosts of the meeting, Tri-States Theatres.

Home office executives at the meeting, in addition to Hyman, were Albert J. Sicignano, Alvin Geiler, Morris Goldschlager, Paul Levin, Eugene Pleshette, Ogden Bradley, Murray Waterman, Morris Sher, and Henry Spiegel.

## Survey Shows Calif. Voters Oppose Pay-TV

LOS ANGELES—A statewide poll indicates that California voters oppose the entry of pay television into California by more than a 2 to 1 margin, Facts Consolidated, research concern, announced.

Of those polled, 54.7 per cent favored a Nov. 3 General Election initiative measure which would repeal California's pay-tv law, 26.2 per cent said that pay-tv should be allowed, and 19.1 per cent were undecided.

The poll asked the question:

"There will be a proposition on the ballot that if passed would prevent subscription television from operating in California. Do you believe that subscription television, sometimes called pay-tv, should be allowed in California?"

More women favored the pay-tv ban than men.

Women were 59.2 per cent in favor of the anti-pay tv law, 19.1 per cent were against it, and 21.7 per cent undecided.

Men were 53 per cent in favor of the pay-tv ban, 32.8 per cent against, and 14.2 per cent undecided.

By regions, the San Joaquin and Sacramento Valley Counties were strongest in their

opposition, voting 66.6 per cent in favor of the initiative, 19.5 per cent against, and 13.9 per cent undecided.

The central coast counties voted 56.3 per cent against pay-tv, 25.3 per cent in favor, and 18.4 per cent undecided.

Los Angeles County showed 50.0 per cent against pay-tv, 28.5 per cent in favor, and 21.5 per cent undecided.

Other Southern California counties were 54.5 per cent against pay-tv, 27.5 per cent in favor, and 18.0 per cent undecided.

By political parties, Democrats were more opposed to pay-tv than Republicans. The poll showed 57.4 per cent of Democrats opposed, 23.3 per cent in favor, and 19.3 per cent undecided. Republicans were 54.9 per cent opposed, 27.4 per cent in favor and 17.7 per cent undecided.

Those in the lower income brackets were heavily against pay-tv, 58.1 per cent favoring a pay-tv ban, 24.2 per cent opposing such action, and 17.7 per cent undecided.

In the upper income brackets, 52.7 per cent favored a pay-tv ban, 28.1 per cent were opposed to such a law, and 19.2 per cent were undecided.



David D. Horne, American International Pictures' vice-president in charge of foreign distribution, recently greeted Rock Stevens, featured in "Muscle Beach Party," at AIP's New York office, while en route to Rome.

## Rackmil Buys MCA Shares

NEW YORK—The annual proxy statement of MCA, Inc., revealed that Milton R. Rackmil, president of Universal and Decca, and vice-chairman of the board of MCA, as of April 1 had increased the number of shares of MCA he beneficially owns to 46,713 of voting convertible preferred and 15,571 of common stock.

Reelection of the company's seven directors is sought at the June 2 meeting. They are Leigh M. Battson, Albert A. Garthwaite, Walter M. Heymann, Charles Miller, Rackmil, Jules C. Stein, and Lew R. Wasserman.

Stein and Wasserman remain the largest stockholders with 1,357,595 and 700,200 common shares, respectively.

Stein's aggregate remuneration as chairman of the board and director for 1963 was \$156,000. President Wasserman received \$175,000; Rackmil, \$167,500; Charles Miller, \$52,000; and Taft B. Schreiber, head of Revue studios, \$125,000.

## New Lab Underway

HOLLYWOOD—Ground was broken for the new \$5,000,000 three-story Technicolor Laboratory, to be constructed at Universal City on Lankershim Boulevard, it was announced jointly by Edward E. Ettinger, executive vice-president of Technicolor Corp. and Albert Dorskind, MCA vice-president.

The new building, designed by Skidmore, Owings and Merrill, will be fabricated of black aluminum, black spandulite and opaque glass to match the other new structures in Universal City Plaza.

The building will be used by Technicolor for processing both color and black and white television film for the entire industry. It is the first major laboratory to be constructed in Hollywood in 25 years.

Technicolor also announced that its offer to acquire the stock of public shareholders in Technicolor, Ltd., London, has been accepted by the holders of 1,208,124 shares. The stock acquired together with that already held by Technicolor Corporation of America brings the company's holdings to 89 per cent.

## Col. Retains Barbano

NEW YORK—Columbia Pictures Corp. announced Louis J. Barbano, financial vice president for many years and presently employed as financial consultant, has extended his agreement to serve Columbia in this capacity for a period of years.

Barbano is also a Director of Screen Gems, Inc., and several other Columbia subsidiaries.

# The NEW YORK Scene

By Mel Konecoff

WILLIAM ASHER is a director who likes to keep his efforts light and on the fun side, although a side excursion into the dramatic every now and then is also in order. Turning from television, Asher made a series of hits under the American International banner, the first being "Beach Party," which has brought in three millions in film rentals in the U.S. alone, with the production cost amounting to \$650,000.

His second for AIP was "Muscle Beach Party," which has been running 31 per cent ahead of the first entry, and at Easter it played some 300 dates, bringing in \$1,500,000. This one cost about \$700,000. His third exposure to the sands of California was recently completed, "Bikini Beach," at a cost of about \$750,000, and this one, too, is calculated to please both teens and exhibitors when it is released in July, with some 400 dates set for August.

Next November will see Asher continue with his cinema on the sand and in the surf with another AIP-backed production carrying the temporary title of "Malibu Madness," and we may even see some aerial diving in this one. He expects to average about two per year for AIP, and he is also talking a picture deal with United Artists, for whom he once directed "Johnny Cool." Also on tap is a television series with his wife, actress Elizabeth Montgomery, for Screen Gems after she has her baby early this summer. The series will get under way about Aug. 15, and the UA film, if it comes off, will go in 1965. There may also be a "Beach" series for tv distributed by AIP in the offing.

Since he's active in tv as well as films, we were curious about his feelings regarding pay-tv. He thought this would be healthy for the film producers, who could quadruple their output, but he didn't think that it was right for the public, which is getting everything possible, with one or two exceptions, for free at present.

**JOTTINGS:** Britannia Films sends another film clip from the Bahamas on its "Tell Me In The Sunlight," showing a cute gal but no vital statistics . . . The Mermaids sent a plastic orange from Weeki Wachee in Florida. . . Ben Perse, Arkie Trento, and Jack Levin donated an air conditioner to the Children's Playroom at Flower Fifth Ave. Hospital, Variety Club Heart project. Harold Zeltner has been named membership retention chairman of the New York Tent.

## WB Sets \$50 Million For 1964-65 Production

BURBANK, CALIF.—With \$50,000,000 earmarked for new feature motion picture production in the 1964-65 season, and with two pictures now in production and two more scheduled to start next month, the word is "Go" at Warner Bros., President Jack L. Warner said.

"The company has many other important projects which we will put into action between now and the end of the year," Warner announced.

Currently filming are "None But the Brave," the Frank Sinatra picture in which he stars and also makes his directorial bow, and "The Affair at the Villa Fiorita," Delmer Daves' production starring Maureen O'Hara and Rossano Brazzi.

Leading off next month's surge of activity will be "The Great Race," a Blake Edwards picture, to star Jack Lemmon, Tony Curtis, Natalie Wood, Keenan Wynn, and Peter Falk.

"Two On a Guillotine" will also be launched in June, starring Troy Donahue and Connie Stevens.

Five writers are engaged currently on feature scripts at Warners, including Ernest Lehman, who will write and produce "Who's Afraid of Virginia Woolf?" scheduled to go into production later this year.

Others working on scripts are Joseph Hayes, who is writing "The Third Day" from his own novel Rod Sterling, scripting "Planet of Apes," a Blake Edwards project; John Kneubuhl, "My Blood Runs Cold"; and Shimon Winkelberg, "Two On a Guillotine."

Also in various stages of preparation are "Camelot," "Never Too Late," "Community Property," "An American Dream," "Barefoot in the Park," and "The Clock Strikes Ten."

## New Academy Board

HOLLYWOOD—Election of 14 members to the 1964-65 board of governors of the Academy of Motion Picture Arts and Sciences was announced by Arthur Freed, president.

Newly elected governors who will serve on the board for a two-year term, and their respective branches, are Harry Brand (public relations), William W. Hornbeck (film editors), Walter M. Mirisch (producers), Gregory Peck (actors), Daniel Taradash (writers), and Harry Tytle (short subjects).

Two members were elected from the directors branch, Frank Capra for a two-year term and Robert E. Wise for a one-year term.

Re-elected to serve on the board for another two years are Elmer Bernstein (music), William H. Daniels (cinematographers), Stanley E. Kramer (administrators), Emile Kuri (art directors), Fred L. Metzler (executives), and Waldon O. Watson (sound).

## "House" To Safier-Sargent

LOS ANGELES—World distribution rights to "House on the Sands" have been acquired by Morris Safier and Thornton Sargent, who are priming it to follow promotional route of "David and Lisa."

Safier and Sargent were tipped to the picture by producer Stanley Kramer, under whom Tony Zarindast, film's writer-producer-director, and Robert Saidi, executive producer, studied at UCLA. Safier and Sargent plan to enter the picture in the San Francisco and Venice Film Festivals, with Zarindast as a candidate for new director honors. Release date will be set for late summer or fall after completion of editing and recording.

Zarindast and Saidi, who came to this country from Iran for their college work, retained distribution rights for Iran.

## Columbia Field Men Hear Summer Plans

NEW YORK—Columbia Pictures' top field exploitation men from throughout the United States and Canada were here for a two-day seminar outlining strategies for the promotion of summer product and plans for Columbia releases during the remainder of '64.

Under the direction of Roger Caras, exploitation manager, the field men gathered at the Warwick for an introductory session with subsequent sessions scheduled at both the hotel and Columbia's headquarters.

Attending were Robert S. Ferguson, vice-president in charge of advertising and publicity; Ira Tulipan, executive administrative assistant to Ferguson; Richard Kahn, national coordinator of advertising, publicity and exploitation; Bud Rosenthal, publicity manager; and Leonard Beier, manager of cooperative advertising.

Films discussed by the field representatives included Robert Cohn's "The NEW Interns"; Hanna-Barbera's "Hey There, It's Yogi Bear"; Irving Allen's "The Long Ships"; Sam Spiegel's "Bridge on the River Kwai"; David Swift's "Good Neighbor Sam"; and Art & Jo Napoleon's "Ride the Wild Surf." Fred Zinne-mann's "Behold a Pale Horse," was also discussed.

Attending the seminars were John Markle, Boston; Milt Young, Philadelphia; Sid Zins, Washington, D. C.; Hal Perlman, Chicago; Sammy Siegel, San Francisco; Bill Lewis, Dallas; Barry Lorie, Denver; Max Gurman, Detroit; Ray Nemo, Cincinnati; Nick Langtson, Toronto; and Jack Berwick, Los Angeles.

## Cinema 46 To Skouras

NEW YORK—Salah M. Hassanein, President of Skouras Theatres Corp., announced that Skouras has completed arrangements for the operation of the new Cinema 46 Theatre at Totowa, N. J.

The new theatre, to seat 1200, will incorporate the latest in decor, electronically controlled air-conditioning and heating, Hi-Fi stereo sound, and wide-screen projection, will open in early summer.

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# LONDON Observations

By Jock MacGregor

"OUR MANAGERS have proved beyond all question of doubt that they can match and often eclipse the best efforts of theatre managers in any part of the world," said general manager Bill Cartlidge in making the awards at the Associated British Cinemas annual showmanship lunch. He continued, "It gives me much personal pleasure to see their efforts so frequently mentioned in the columns of the international trade press." He believes that this is a source of tremendous encouragement to the individual managers.

This contest is devised to foster team effort and team spirit, and for this purpose, the circuit is divided into three leagues of five or six districts. The district with the highest points over the year is adjudged winner, and the district manager and each manager receives a cash award, in addition to the challenge trophy.

The East Midlands, led by Jeffrey Lindsell, then George Evans, and ultimately Ron White, were the winners. The individual winner was Tony Ewin, ABC Nuneaton, with Alan Short, ABC, Tooting, runner-up for the second successive year.

Kenneth Pickering, now of the ABC, South Shields, won the Minors' Matinee Award. In presenting this check for \$140, Bill said, "The youngsters who attend our Saturday morning matinees are obviously tomorrow's regular patrons, and we do everything to encourage their cinemagoing. We provide the best possible programs for the youngsters, but to win and retain their entire enthusiasm requires effort, initiative, and above all, understanding of the youthful."

**BELIEVING QUOTAS** encourage quotas, the British Film Producers are not pressing for an increase and are relying on the statesmanship of the circuits to maintain the same percentage in 1965, provided suitable British product is available. The statistics for 1963 released by the Board of Trade reveal that ABC played 47 per cent British first features and 55 per cent supports, and Rank 41 per cent and 54 per cent respectively, against the statutory 30 per cent and 25 per cent.

Of the 1,972 cinemas involved, only 125 failed on first features and 64 on supports. In most cases, they failed by only a small margin while their competitors showed more than their prescribed quotas. Because of competitive situations, a further 150 were exempted from any obligations.

PERCY LIVINGSTONE lost no time after 20th-Fox's international convention in calling the British sales staff to Soho Square so that he could infect them with the feeling of tremendous excitement and enthusiasm which emanated. He felt it would be impossible to convey the wonderful atmosphere by letter.

Sequences from no less than 15 pictures now in various stages of production were screened, and in his concluding speech, Percy claimed that "the time of 'hit and run' selling is finished—selling pictures today is an exact science, and 20th Century-Fox is now working on a scientific basis."

"Cleopatra," in its first 14 British bookings, many of which are not yet concluded, has already run up the third highest rental in the history of the company.

Production under Stan Margulies and director Ken Annakin has now started on "Those Magnificent Men In Their Flying Machines." This 20th-Fox Todd-AO road show is the biggest British project cited for 1964.

**IT IS GREAT NEWS** that Carl Foreman has recognized the importance of modern methods of publicity and promotion and has appointed publicist Ken Green to his directorial board. Green will start by visiting Columbia's European exchanges for progress reports on "The Victors" and will be associated with Carl's promoting of "Born Free" and "The Young Churchill." "Born Free" was virtually launched in the London docks when its stars, Virginia McKenna and Bill Travers, celebrated aboard the Kenya Castle before sailing for the African locations. They chose this method of transportation in preference to air so that they might become acclimatized for the lengthy and demanding location. Sam Jaffe is producing for Carl and Columbia release.

INDUSTRYITES are still arguing over the value of the researchers' findings which were revealed at the Cinema Exhibitors summer conference, but several points have caught the imagination—in particular, the suggestion that many people, tired of bits and pieces on tv, want longer, more solid fare when they go out. It is no secret that "Strangelove" has had mixed success here, and some wonder if a second feature instead of shorts would have helped. Flippantly, censor John Trevelyan, during open forum on "Are Premieres Necessary?" suggested it would be a pity if they were stopped for he would miss seeing me escorting a pretty girl. He should have been at the first night of Albert Finney's "Night Must Fall" at the Empire. MGM's Mike Havas very kindly let me have tickets so that I could take 11 finalists (and some Mums) in the Miss Variety Club beauty contest to see themselves in Pathe News' excellent Technicolor coverage.

**MAKING A NICHE** for himself here is former Pathe Newsman, New Yorker Jack Le Vien, whose "The Finest Hours" compilation on Sir Winston Churchill's own story had a highly successful Royal premiere and is surprising many by the big business which it is clocking at the Columbia. Now having started a similar compilation on The Duke of Windsor's "A King's Story," he is off to Germany to do his two weeks annual training as a U. S. Army Reserve Colonel. . . . Back from the Cannes Festival and confabs with Columbia international chiefs, Eddie Bryson is delighted with the results of Columbia's 40th anniversary drive as it enters its closing weeks. The target can well be passed, and 1964 can become a record year. . . . Following "Tom Jones" success stories in this column, Cecil Freeman, Hull, has sent his own experience. He has played it now on and off due to commitments for nine weeks, and intends to go on bringing it back. The seventh week had the second highest take. He claims it really attracts the "circle and carriage trade."

## Dallas Tent To Sponsor Fourth Sunshine Coach

DALLAS—The Dallas Variety Club announced plans to buy a fourth Sunshine Coach to be used by a welfare agency in Dallas, the name of the agency to be made known at a later date.

The announcement was made before more than 350 barkers, their wives, and guests at the club's annual spring ball held at the Holiday Inn Central.

Chief barker Joe Jackson also announced that the Dallas Tent would sponsor the Nov. 11 opening night of "My Fair Lady" at Dallas' Tower as a benefit to help raise funds for the fourth Sunshine Coach.

Sunshine Coach number one is a bus which the Variety Club gave to Rev. Bill Harrod several years ago for his work in the slum sections of west Dallas. The bus has been reconditioned by the club and will be delivered to Rev. Harrod next week, this time with the Variety Heart insignia and with the sign, "Variety Club of Dallas Sunshine Coach," on the side of the bus.

The second and third Sunshine Coaches are now under construction in Austin, Tex., and were announced several months ago, the club buying one while the other was a gift from the Hoblitzelle Foundation in Dallas. Both are expected to be delivered in June. One will be assigned to the Cerebral Palsy Treatment Center, while the other will go to the Caruth Memorial Rehabilitation Center.

## W. B. Int. To Meet

BURBANK, CALIF.—A world-wide meeting of Warner Bros. Pictures International leaders and exhibitors from all areas of the globe will take place in London on June 22 and 23, at which time a special screening of "My Fair Lady" will be held.

Jack L. Warner, president of Warner Bros. Pictures, Inc.; Wolfe Cohen, president of Warner Bros. Pictures International Corp.; Arthur Abeles, Warner Bros. Pictures International vice-president and Continental manager; and Oscar Brooks, Continental sales manager, will head the list of those attending.

Joining them at the sessions will be Warner Bros. supervisors from Continental Europe, the Far East, Latin America, and South Africa, together with all Warner Bros. managers from Continental Europe and the company's sales representatives from Great Britain.

## Normandie Salutes The Bard

NEW YORK—This city's first Shakespeare Film Festival, commemorating the 400th anniversary of the birth of the Immortal Bard, began an engagement last week at the 57th Street Normandie.

The festival program will consist of five pictures, each running for one week, and will conclude June 18.

The repertory of films is as follows:

May 15 through 21, "Henry V," starring Laurence Olivier and Ribert Newton; May 22 through 28, "Julius Caesar," with Marlon Brando, James Mason, Greer Garson, and Deborah Kerr; May 29 through June 4, "Hamlet," winner of five Academy Awards, starring Laurence Olivier and Jean Simmons; June 5 through 11, "Romeo and Juliet," starring Norma Shearer, Leslie Howard, and John Barrymore; and June 12 through 18, "Richard III," starring Laurence Olivier, Claire Bloom, Ralph Richardson, and John Gielgud.

## ALBANY

20th Century-Fox relighted an Albany office on a small scale in the RTA Building, 991 Broadway. Milt Greene is sales representative. . . . Fabian's Palace pegged admission at \$4 a seat for MCA's closed circuit telecast of the annual 500-mile Indianapolis Memorial Day automobile race. . . . Mrs. Sadie Wiener, who took over the theatres long operated by her late father, Max Cohen, in Liberty and Monticello, will reopen summer houses, Broadway in Liberty, and Academy in Monticello, the final week in June. She will do likewise with the Ritz at nearby White Lake. . . . Schine's Mohawk, Amsterdam, closed for its yearly two-week vacation period. The Tryon, the other first run in the Carpet City, conducted by Brandt Theatres, New York City, is currently operating weekends. . . . Joe Corcoran is now owner-operator of the Harte, Hoosick Falls. . . . Bob Adler, Allied Artists sales representative, will be area distributor chairman of the annual Will Rogers Memorial Hospital Drive. He will visit the Saranac Lake institution on June 11 with a group of industry leaders and trade press representatives. . . . Ernie Dodds is back at the Palace, Lake Placid, managing for owner Reggie Clark. . . . The A. J. Balaban Foundation has received a charter under the Membership Corporations Law to receive and administer funds for artistic, literary, scientific and charitable purposes. . . . Among the subjects which Lieut. Gov. Malcolm Wilson, chairman, Temporary Commission on the Capital City, listed for discussion at a public meeting in Chancellor's Hall, on a proposed \$7.5 million convention hall in South Pearl Street, the site including Albany's oldest theatre, the Leland, was whether the hall should have ancillary facilities like a motion picture house. The Leland has been operated by Paul Wallen for about 15 years. The proposed convention hall would be astride South Pearl Street.

## ATLANTA

A third theatre will be built in this area by the Bowline Drive-In, Decatur, Ala., which already operates the Bowline Drive-In and the Princess Theatre there. . . . Earl Johnson, manager, Gulf State Theatres drive-ins in this area, who died of a heart attack, was buried in his native city of Columbia, Miss. He started in the theatre business in 1936. . . . Jean Mullis, immediate past president of WOMPI International, and Mrs. Neil Middleton, president-elect of Atlanta WOMPI, attended a parliamentary institute at the Lenox Square. . . . Edsel Cleveland, district manager, Theatre Service Company, is in the South Fulton Hospital. . . . Mrs. Flora Schetteworth, sister of WOMPI Bernice Wasson, died at her home here. . . . American International Pictures held its annual sales meeting at the Royal Hotel, New Orleans with newly appointed Atlanta branch manager Jimmy Bello in attendance. . . . Douglas Helgesen, director of Cinerama operations for Martin Theatre Circuit, has resigned.

## BUFFALO

So successful was the 1964 Telethon staged by the Buffalo Variety Club that Tent 7 celebrated the event by holding a victory dinner in the Delaware avenue clubrooms, which was attended by a large crowd of barkers and their wives, friends, etc. The big event of the occasion was the presentation of a large check to the Rehabilitation Center of the Children's Hospital, Tent 7's chief charity. Chief barker Tom Fenno acted as master of ceremonies. . . . Ed Hubbell,



Vincent Price, right, jokes with American International Pictures executive vice-president Samuel Z. Arkoff, center, and European director of distribution William Levy while on the set of "The Masque Of The Red Death" in England.

chief still photographer for MGM, visited Buffalo and made the rounds of newspapers, radio and tv stations. Hubbell, who was on a promotion tour for "The Unsinkable Molly Brown," scheduled to open in Buffalo at the Paramount on July 24, has photographed most of the top MGM stars and rates Clark Gable as his favorite. He declined to name a favorite actress, but judged Elizabeth Taylor as the most photogenic. . . . Arthur Krolick, district manager of the AB-PT theatres in Buffalo and Rochester, and Francis Anderson, city manager in Rochester for the same company, attended the "working session" called by AB-PT vice-president Edward L. Hyman. . . . Paul L. Wall, manager, Buffalo MGM exchange, issued invitations for a "special sneak preview" of "The Unsinkable Molly Brown," May 16 in the Paramount. . . . "And what 'art' theatre management is going to be smart enough to cash in on the disappointed moviegoers unable to get into the Dryden Theatre to see 'Knife in the Water,'" asks Hamilton B. Allen in the Rochester Times-Union. Continues Allen: "There were more turned away than many theatres play to for an entire week." The Dryden is the George Eastman House in Kodak Town.

## CINCINNATI

Progress in the renovation of the old RKO Palace into the new RKO International 70 is proceeding nicely. Joe Alexander, RKO district manager, and sidewalk superintendents were satisfied when the new marquee was placed into position. The house reopens with "The Chalk Garden." . . . Donna Loren, charming young actress featured in AIP's "Muscle Beach Party" was in town to promote the film. She participated in a stage show on opening night at Keiths and was well received by a large appreciative audience. . . . Joe Alexander, Albee manager, has accepted an invitation for an annual visitation to the Will Rogers Hospital and O'Donnell Memorial Research Laboratories, Saranac Lake, N. Y. in mid June. . . . Two new 1,000-seat houses, owned by Associated Theatres, Cleveland, to be booked and managed by the Cincinnati Theatres division, are nearing completion. Studio, Middletown, O., is scheduled to open in late June, and the Northland, Columbus, by mid-August. . . . Gus Boudot, UA office manager, who has been hospitalized for several weeks, is convalescing at his home. . . . Jeff Ruff is new Universal student booker.

## COLUMBUS, O.

The four Miles auto theatres and the Lin-

den Air cooperated with the Columbus Zoo in promoting sale of family memberships. For a \$2 fee, a carload of patrons could see the regular attractions and receive a \$1 Zoo family membership card. . . . Danny Deeds, new operator, Hartman legitimate theatre, announced that all Theatre Guild attractions will play full week instead of the usual three-day run. Theatre Guild subscriptions to date number more than 2600. The Hartman is located within a short distance of RKO Grand and Loew's Ohio. . . . Henry Morgan, television quipster, and Ty Hardin, screen and television actor, will be seen in "The Teahouse of the August Moon" in the Kenley Players' summer series at Veterans Memorial here the week of July 28. . . . "Cleopatra" picked up business in a ninth week at the New Main and Beechwood and may be held for additional playing time. . . . Eileen Heckart, stage and screen actress and a Columbus native, will not be able to appear in "The Little Foxes" in the Stadium summer theatre here as announced. Actors' Equity said that since the Stadium theatre, on the Ohio State University campus, is a non-Equity operation, her appearance would be unfair competition to Equity summer theatres—Kenley Players and Playhouse-on-the-Green. . . . Motion Picture features are planned as an important element of the commercial programming of a unique combination of educational and commercial television format announced by a new UHF station owned by Peoples Broadcasting Corp., which operates three radio stations and one video outlet. Peoples has applied to the FCC for a license for a Channel 40 outlet to be located at the WRFD studios in suburban Worthington. Downtown studios would be located in a new building being erected adjacent to the home office of Nationwide Insurance Co., parent company of the broadcasting firm. The Channel 40 operation would present educational shows in afternoons, switching to commercial shows in late afternoon and evening. The station would cover a 60-mile radius in central Ohio, using 610,000 watts power.

## CHARLOTTE

Vincent Furio, owner, Pointer Drive-In, High Point, N. C., reportedly has agreed to enlarge a fence at the drive-in to hide the screen from the road. The High Point Ministerial Alliance recently presented the City Council a petition protesting the types of films shown at the drive-in, and one minister stated that some of the films show nude women and can be seen by those passing by on the highway. The petition, containing the signatures of some 4,000 persons, asked the Council to take positive action to make the drive-in stop showing what it termed objectionable films, and to revoke its privilege license, if necessary. After it was advised by the city attorney that it had no authority to revoke the theatre's license, the Council turned the matter over to its Law and Public Safety Committee and asked that it meet with representatives of the Ministerial Alliance and the drive-in operators in an attempt to work out some solution to the problem. While a report from the committee was awaited, it was reported that a compromise solution would be recommended. A higher fence reportedly was one phase of the compromise. . . . Charles Abercrombie, operator, Carolina, Durham, N. C., appeared before the City Council to question a proposal to grant a franchise for community antenna television (CATV) at Durham. Opponents charged that the proposal would lead to widespread pay television. Spokes-

men for the petitioning firm, Durham Cable-Vision Co., said the proposal could be an initial step toward establishing pay television, but that the firm now had no intention of proceeding that far. Ten Durham businessmen have an interest in the new firm. They asked the Council to adopt an ordinance granting the firm the privilege of providing CATV reception system for the Durham area. Mayor Wense Grabarek said he would appoint a special committee to study the proposal. . . . The Imperial, Charlotte, closed after long service. Built in the early years of the 20th century on South Tryon Street, it was long one of the city's leading centers of entertainment. Gutted by fire in the early 1930s, it remained closed for several years until it was completely rebuilt, remodeled, and reopened on Feb. 18, 1935, as one of the south's finest. The Imperial was closed under terms of a government decree which says that a single firm can have only three theatres in one city. When the U. S. Justice Department's consent decree forced Paramount Pictures to sell its theatres, Wilby-Kinney Theatre Corp. bought the Imperial. Two of Paramount's five houses at Charlotte, the Broadway and Criterion, were closed. With the opening in the next few weeks of the new Park Terrace, Charlotte, Wilby-Kinney had to close one of its remaining three theatres. The Imperial, being the oldest, was the choice. . . . Winston-Salem, N. C., has been picked as the site for a state-supported North Carolina School of Performing Arts. It was selected by a special advisory committee, including actors, playwrights, and others, after an inspection of the facilities offered by the various cities bidding for the school. The selection still must be approved by the University of North Carolina Board of Trustees, but this is considered only a formality. Winston-Salem offered as a campus for the school a building now being used for a high school attended by 1,000 students, which also includes two gymnasiums, a cafeteria, and other accommodations, in addition to 20 acres to be used as the site to build dormitories. Governor Terry Sanford said it was also putting up about \$1 million to build the dormitories and had promised continued financial and other support. It was stated that the school hopes to attract students of high school and college age from "all states in the union." The campus is expected to be ready, with dormitories built, in time for the school to open in September, 1965. Initial enrollment is expected to be around 400 students.

## CHICAGO

The late Charles Carpentier, Illinois Secretary of State, Republican leader, and owner of two movie houses in Moline, Ill., left an estate valued at \$450,000, his will filed for probate, showed. . . . Arthur Wirtz reputedly bought "My Fair Lady" for a million dollars for the Palace theatre. . . . According to Herb Lyon, columnist, the Oriental management is seriously planning to bring back stage shows along with their movie showings "if the unions involved won't again price the deal off the market." . . . Mae Tinee, film critic for the Tribune, after discussing Academy Awards, pondered, "What happens to the short subjects and the documentaries which received Academy Awards?" She suggested that some enterprising exhibitor might find it worth the playing time and more interesting to show award films than some feature films on double bills. . . . "Lady in a Cage" opens May 29 at the Roosevelt. Dick Taylor, press



Telly Savales, left, star of Columbia's "The New Interns", was recently presented an engraved humidor honoring him as "Cigar Man Of The Month" by Bob Coty, president, New York Chapter of Cigar Smokers of America, while antique cigar store Indian looked on.

agent at Paramount, is setting up dates for Olivia de Havilland, who is expected here to boost the film's opening. . . . "The Killers" will have an August world premiere at the Roosevelt. . . . John Thompson, Columbia press agent, is back from an eight month European trip, but only for a short stay. He will take a nationwide trip on behalf of Columbia's "The Long Ships." Hal Perlman continues to take over for Thompson until his permanent return. . . . "What a Way to Go" opens at United Artists May 22. 20th-Fox will send more than 70 original gowns worn by Shirley MacLaine in the film for a press and charity tea showing the same week as the film's opening. . . . Halay Enterprises has been formed here by H. E. Abrahamson. The new company will operate outdoor theatres. . . . James Shields, retired office manager for Balaban and Katz, was found dead in his apartment at the Michigan Terrace Hotel. . . . Chicago's amusement tax for the first three months of 1964 totaled \$118,328, which is a 40 per cent increase over the same period last year. . . . Arthur Stern, Los Angeles theatre executive and son of Emil Stern, former owner of the Essaness Circuit of this city, died in Los Angeles and was buried here at the Rosehill cemetery. . . . Bell and Howell's 6,200 employees received notice that they will participate in the company's profit-sharing plan, now in its 10th year of operation. It has assets of more than \$26,000,000, made up of stocks, bonds, and real estate. The fund was established under the leadership of chairman Charles E. Percy. Peter G. Peterson, president, says that the fund has grown by 10 per cent each year since its inception. Bell and Howell contributed 14 per cent of its net operating earnings to the fund in 1963. Participating employees must invest 2 per cent of annual salary into the fund.

## DALLAS

T. P. Tidwell, former manager, 20th-Fox in Jacksonville, has opened a booking agency here at his home. . . . Bill Williams, local 20th-Fox office, will be the speaker at the annual birthday party of the Dallas WOMPI. During the luncheon, the Boss of the Year will be named. . . . Film producer Robert Radnitz will return to Dallas on June 11 for the opening of his "Island of Blue Dolphins." . . . Modern Sales and Service have completed installation of new equipment in the Town and Country Drive-In, Garland, Tex., and the Park Drive-In, Irving. . . . Lou Walters, who heads his own equipment and repair service, has installed a new Hurley screen at the St. Paul's Hospital where

the WOMPI women will begin screening of 16mm films on Tuesday, once each month. For several years, the WOMPI's have been showing films at the Ambassador Hotel for senior citizens, the Juvenile Home, and St. Paul's.

## DENVER

The 1964 Aspen Film Conference has been set for Sept. 3 to 9. . . . The Ritz, south Denver, formerly the Jewell and one of the few remaining neighborhood houses in the city, has been closed by Atlas Theatres, who operated it on an on and off basis for several years. . . . The Chipeta, Ouray, Colo., is being reopened about June 1 by Mrs. Dannie Mac Hilliard. . . . Bill Hastings has scheduled three special student and educator matinees for "Becket," now playing at the refurbished, remodeled, renamed (formerly Orpheum) RKO International 70. . . . Reports have it that both "Unsinkable Molly Brown" and "My Fair Lady" are scheduled for Mrs. Vera Cockrill's Denham, here. . . . The fourth and final regional sales meeting of Paramount was held at the Hilton Hotel here, with Jim Rickett's Denver office being the host exchange. In addition to the 11 branch managers of Paramount, present were Charles Boasberg, general sales manager, Paramount; Tom Bridge, assistant general sales manager; A. R. Taylor, western sales manager; Herb Gillis, special productions sales manager; Mario Ghio, assistant special production sales manager; Jack Perley, play date department; and Marty Schank, manager of branch operations. A cocktail party was given for the group by RKO Theatres, hosted by Harry Weiss, division manager. . . . The Taos, Taos, N. M., will again be operated by William Buetlerwill after he has completed extensive remodeling and refurbishing in June. . . . The West Drive-In, Torrington, Wyo., is getting a big remodeling job on its concession stand by Bob Heyl.

## DETROIT

Tomorrow (May 27) will be the end of the 13th week since Helen Bower was knocked down by an automobile. The retired Detroit Free Press movie editor suffered a broken leg, internal and head injuries. Physically, she is mending. However, the Henry Ford Hospital, where she lies, reports that she has never regained consciousness. At one time it seemed as if she would be able to communicate and realize where she was. There has been no fundamental change and the hospital makes no prognosis. . . . As anticipated by the Detroit Bureau, the final chapter of a 27 year struggle has been written as Governor George Romney signed Michigan's first Minimum Wage Act. Michigan Allied did obtain certain concessions, but they affect only a few minor situations. Exhibitors, particularly those with smaller houses, are not happy. Allied's president, Milton H. London, had pointed out the inevitable "political reality," but the rub now comes as to what future years hold as to lifting the floor further now that the minimum principle has been recognized. For the next three years, exhibition must be resigned to \$1 minimum beginning next January, \$1.15 the year following, and \$1.25 by 1967. . . .

Even as you read this, the steel ball will be swinging, and a rickety old theatre will be crumbling. After seven postponements, the wreckers went to work for real, and the Shubert is doing the vanishing act. The Empire was opened on the site in 1893. Later renamed the Lafayette, it was replaced by the

present structure in 1913, and this time called the Orpheum. The 2,000 seater pursued a policy of movies and vaudeville until it went legit in 1914. Subsequently, it has been called the Shubert, the Lafayette, the Lafayette-Shubert, and finally the Shubert. Up to 1945, it was part of the Shubert family empire, and then acquired by David T. Nederlander and sons Joseph and James. Almost every great American and many foreign stars have trod its boards. The last movie shown was "A Man Must Live," starring Richard Dix in 1925. The house was doomed when the Nederlanders began to alternate movie policy with legitimate at their Riviera, and then took over the new Fisher. . . . Grover Livingston, 54, Detroit-based central division manager for Warner Bros., was suddenly stricken with a fatal heart attack in Las Vegas, Nev. He is survived by his wife and two sons. . . . The motion picture industry distinguished itself during the 15th annual Armed Forces Week, observed May 9-17. Ed McCauley, National Film Services, headed the operation of distributing placards for all theatre lobbies through film delivery truck drivers. Some houses announced all those in uniform would be admitted without charge during the week. Several mounted displays. Many included extra shorts with Armed Service appeal to their bills.

## JACKSONVILLE

Taken by death was Mrs. Thomas W. Burke (Marilyn), 24-year-old daughter of John E. Hart, international chairman of Co-WOMPI, male auxiliary of WOMPI, and Mary Hart, international WOMPI official, during a heart operation at Baptist Hospital. In addition to her parents, she is survived by her husband, Lt. Thomas W. Burke, U. S. Navy flight instructor of this city, and two small daughters, Deborah Lynn and Mary Catherine Burke; one brother, John E. Hart, Miami; and one sister, Patricia Anne Hart. Funeral services were conducted at the Avondale Methodist Church, with a large contingent from Film Row attending, and burial followed at Riverside Memorial Park Cemetery. . . . Several hundred Florida theatre owners and executives and scores of distribution executives and representatives of theatre supply houses converged on the Port Paradise Hotel, Crystal River, Fla., for the annual convention of Motion Picture Exhibitors of Florida. . . . Stopping here en route to Crystal River were New York executives Ernest Sands, Allied Artists; Lou Formato, MGM; and Hi Martin, Universal. . . . Sidney Balkin, Columbia publicist from New York, came into the area for advance exploitation programs for bookings of "Hey There, It's Yogi Bear." . . . Mike Seravo, Warner Bros. salesman, left for visits with exhibitors of the Fort Myers area. . . . Johnny West, owner and operator, Ocala Drive-In and Skylark Drive-In, Ocala, has turned booking duties over to John Tomlinson, Tomlinson Co., independent bookers. . . . Harlow Land, owner, Mayo, Mayo, has announced plans for re-opening his second theatre, the Branford, Branford, for the summer months. . . . Bill Cumbaa and Dick Eason, both of MGM Theatres, Leesburg, were here to buy and book. . . . A pre-opening sneak preview of "The World of Henry Orient" received a fine reception from the crowds who attended during the run of "The Thin Red Line" at the downtown Florida. . . . A whirlwind series of personal appearances have been lined up for Linda Scott, feminine lead of "Escape from Hell Island," at television and radio studios and newspaper offices, prior to the

picture's first-run at the downtown Imperial.

Ralph Weir has taken over the Orange Lake Drive-In, Orange Lake, from former owner Bernard F. Goodrich. Ralph is also operating the Regent, Crystal River, and the Chiefland, Chiefland. . . . Mrs. Iva Lowe, manager, San Marco Art, had a tieup with high school English teachers for a rerun of "Macbeth," the Shakespearean classic. . . . Three out-of-town managers of leading Florida State Theatre houses were here for a FST home office planning session for openings of "The Thin Red Line." They were Bill Duggan, Florida, Gainesville; Ted Chapin, Daytona, Daytona Beach; and Walter Colby, Beacham, Orlando.

## MIAMI, FLA.

Construction of a \$500,000 motion picture theatre on Route 441 north of Broward Blvd. in Broward County's Plantation area, is announced as the first of a chain of 10 to be built in Florida by P. A. Swindell for Lenard Enterprises, Inc., Miami. Leonard J. Solomon is president of the company. Theatre will have spaces for 400 cars and 1,000 seats. . . . Cecil Allen, Mayfair, was top winner in Wometco's April Thrif-Tik-It sales contest, with sales of 709 books netting him \$140 in prize money. Tom Rayfield, Carib, was second winner with 603 books sold, and Howard DeBold, 163rd St., sold 100 books to reach third place. . . . Bill Ozinga, manager, Skydrome Drive-In, Lake Worth, for 11 years, resigned to enter private business in Cocoa Beach. Jimmy Camp replaces him. Alice Terrell, formerly assistant to Camp at the Grand, West Palm Beach, is promoted to manager, Grand. . . . Wometco's Old Guard organization was to have its annual luncheon and election of officers on May 26 at the Columbus Hotel. . . . The new Boca Raton was scheduled to have an "open house" on May 26, beginning with the live television broadcast of "Popeye Playhouse" with Chuck Zink, popular emcee for the children's program, on hand with his entire troupe. The Miami Seaquarium was to send one of its porpoises for a two-day stay at the Boca Raton in a specially-built tank, in order to publicize the opening attraction, the world premiere of "Flipper's New Adventure." Throughout the day, residents were to be invited to inspect the house, and at 7:30 in the evening, cake and punch were to be served. A fashion show on the stage was to follow. Official opening night of the theatre is May 27, which has been sold out to the Kiwanis Club of Boca-Raton-Sunrise. The mayor of Boca Raton has issued a proclamation designating May 27 as "Wometco Theatre Day," and local radio stations were to beam salutes to the new theatre throughout the day. Merchants and outstanding Boca Raton citizens have been invited on Friday evening, May 29. Roger Conklin, Miami Seaquarium, will be guest speaker on "Meet Mr. Porpoise." The new theatre serves a tri-city area, Boca Raton, Delray Beach, and Boynton Beach. David Haggerty is manager and is a winner this past year of "Outstanding Showman Award" for Wometco managers. Keith Hendee, Ft. Lauderdale, is area manager. . . . Carnette Johnson, manager, Center, was justly proud of son Theodore, one of the Miami Herald's coveted "Silver Knight" scholarship award entrants. . . . Florida Porpoise Show was the finale for an unusual stockholders' meeting held by Wometco Enterprises, Inc., at the New York World's Fair. Approximately 200 attended the show following the annual meeting. At the business session, president

Mitchell Wolfson outlined the company's participation in the Fair, remarking that "the undertaking should be tremendously successful." Wolfson told stockholders that 1963 was a record year, with gross income of \$22,677,000. "I fully expect 1964 to be an exciting year for Wometco," Wolfson said. "We project gross income of \$28,000,000 for 1964. This will be an increase of better than 27 per cent over the \$22,000,000 of 1963." Following the stockholders' meeting, the company's board of directors declared a regular quarterly dividend of 14 cents on the Class "A" stock and five cents on the "B" stock. Herbert B. House was appointed treasurer, replacing Elmer Radloff, who has retired. Vice-presidents Louis Wolfson, II, Richard Wolfson, Van Myers, and Jack Waxenberg were promoted to senior vice-presidents. The company's controller, Arthur H. Hertz, was promoted to vice-president and controller. . . . Harvey Fleischman, Wometco vice-president, was one of only 20 top executives in the U. S. to be selected to attend "Towards Understanding Men" management-psychology seminar at the Menninger Clinic, Topeka, Kans.

## MEMPHIS

Panto Drive-In, Lepanto, Ark., has reopened for the season. . . . A. M. Harlow has opened Varsity, Amory, Miss., and Jim Singleton be-

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gan a new season for Poinsett Drive-In, Marked Tree, Ark. . . . Skyway Drive-In, Forrest City, Ark., has reopened. . . . Savoy, Blytheville, Ark., opened. . . . Within the next few weeks, Loew's Palace will install 70mm single strip Cinerama projectors. These projectors will be installed in the main floor booth which formerly housed the three synchronized 35mm Cinerama projectors. The two Memphis Loew's houses, completely re-decorated, have booked some of the year's best movies to celebrate the anniversary. . . . The Better Films Council selected "Captain Newman, M.D." as the Best-Adult-Movie-of-the-Month. "The Incredible Mr. Limpet" was selected as the Best-Family-Movie-of-the-Month, with "A Tiger Walks" placing a close second. . . . Mrs. Juanita Hamblin, Malco Circuit, is the new president of the local WOMPI. She succeeds Miss Jessie Rae Lucy,

also of Malco Circuit. Miss Lois Evans, Film Transit, is first vice-president; Mrs. Leone Cooper, Malco Circuit, second vice-president; Mrs. Lurlene Carothers, United Artists, treasurer; Mrs. Marianne Bartlett, 20th-Fox, corresponding secretary; and Mrs. Eva Caldwell, MGM, recording secretary.

## NEW HAVEN-HARTFORD

Censorship—or for want of a better overall phrase, selection—is best recommended for family council and not official governing bodies, Allen M. Widem, Hartford Times amusements editor, told a communications seminar at the University of Hartford. "It's becoming increasingly evident that certain elements in this country would prefer to be told, rather than think for themselves, when approaching selectivity of motion picture entertainment. Censorship is a frightening word. I'd much prefer seeing heads of families, rather than official agencies, say what's to be seen and not to be seen." . . . Boxoffice Attractions' "Blood Feast" was withdrawn from the Post Drive-In, East Haven, after management consultations with local and state police. East Haven Police Chief Edwin Priest traced action to local complaints of "objectionable" film content. . . . Writing team of Allen M. Widem, Hartford Times amusements editor, and Patty Levaour, executive vice-president, International Advertising Agency, is completing second feature-length comedy script for major studio commitment. . . . National Amusements, Inc., has secured \$450,000 in mortgage financing from Springfield Institution for Savings for Redstone Theatres' Cinema 1 and 2, under construction in West Springfield, Mass. . . . The SW deluxe Cinemart, Hamden Shopping Mart, has tied up with the mart's Ambassador Restaurant on a seven-day project, offering 50 cents reduction on all adult tickets purchased by restaurant patrons. A similar plan, under which a free adult theatre ticket is given to each couple dining Monday and Tuesday nights at Ollie's Steak House, is in effect for three downtown Hartford first-runs, the Allyn, E. M. Loew's, and Strand.

## NEW ORLEANS

Resuming full time operation were Mrs. Knicely's Delta, Jonesville; Eual Woosfield's Moonlight Drive-In, West Long Beach, Miss.; and B. J. Marcantel, Jr.'s Pelican Drive-In, Janner, La. . . . Gulf States Theatres will re-open the Strand, Vicksburg, Miss., the Palm, Ft. Walton, Fla., and the Dixie, Brookhaven, Miss., for the summer. . . . Mrs. Evelyn Hunt, secretary to T. G. Solomon, president, Gulf States Theatres, has resigned to devote her time to household duties. . . . T. G. Solomon, president, Gulf States Theatres, was in Memphis to negotiate the purchase of Loew's State there. . . . Shirley Bacques has returned to the United Artists exchange as head cashier after an absence of several years, taking over on the recent departure of Janet Markey, who is looking forward to a visit from the stork. . . . Lillian Gracianette, UA assistant cashier, has returned from a three week vacation journey to the west coast with her husband and a chartered bus load of Golden Agers from New Orleans Recreation Department Club. . . . Thelma Kinerd is back at Universal temporarily to take over for vacationers from the inspection department. . . . Mrs. Blanche Gubler, Universal's front office, is recuperating from an operation removing cataracts from both eyes. . . . Local WOMPI held their "Boss of the Day" luncheon at the Roosevelt Hotel. . . . Allen Duplechin, former

assistant manager, Loew's Grand, Atlanta, returned to New Orleans, his native city, to take over as assistant to manager Asa Booksh at the RKO Orpheum.

## PHILADELPHIA

Larry Brown, convention chairman, urged all Tent 13, Variety Club members who plan attending the Buffalo, N. Y. international convention the latter part of June and early July, to get their reservations in now . . . . Old Newsboys' Day, June 19, will be a big day for Tent 13; but manpower help is urgently needed. . . . Dave Rosen's Mutual Film exchange has moved to 317 North 13th Street. . . . Rosemarie McNamara, cashier, Sameric's King, King of Prussia, Pa., has announced her engagement to Lance Corporal Herbert T. Follin, U. S. Marine Corps, now assigned to the Presidential Guard in Washington.

## SAN ANTONIO

Ivan Tors, Metro - Goldwyn Mayer producer, will end his tour on behalf of "Rhino" in the state. He will visit Dallas, Fort Worth, Austin, San Antonio, and Houston. The film will have a multiple opening throughout the state on May 28. . . . Lt. Gov. Preston Smith won his bid as Democratic candidate for a second term in the May 2 primary race. The holder of the state's second highest office is a theatre owner and active member of the Texas Drive-In Theatre Owners Association. . . . Demolition of the Crawford has been started in El Paso, Tex. The 58-year-old theatre was built in 1906 by L. M. Crawford, and during its lifetime had stock companies, musical comedy shows, vaudeville, silent films, and then sound. It was the only theatre in El Paso which still had two balconies, the top being called the gallery. There are only six indoor theatres now out of 24 theatres in 1917. In recent months, the Valley has been closed, and the State is also scheduled for razing. . . . The Grand, Ennis, Tex., formerly operated by John Shields, has been closed and the equipment purchased by Lou Walters of Dallas. . . . Eric Brendler, manager, Broadway, Interstate Circuit, Inc., operation, has posted the closing notice for "Tom Jones" after a record breaking 12 week run. . . . Lynn Krueger, manager, downtown Majestic, was host to a second contingent of members of the School Safety Patrol with a special screen feature and several cartoons.

George E. Ross, technical director for "Major Dundee," which was being filmed in Mexico, was a recent visitor in the city with news concerning the shooting of the film which stars Charlton Heston, Richard Harris, Jim Hutton, James Coburn, and others. . . . The San Antonio News, in conjunction with the Interstate Theatres, put a synthetic Secret Agent 007 on the streets to be detected by country loving citizens. To the person correctly identifying the "agent," a grand prize of \$100 will be awarded. The stunt was to bring attention to the showing of "From Russia With Love" opening at the Aztec. . . . Ian Player, chief warden of the Umfolozi Game Reserve in Zululand, Africa, made a series of talks and showed films and slides on wildlife. He was here in conjunction with the forth-coming showing of "Rhino," which was filmed at the Umfolozi reserve and which opens on May 28 at the Laurel. . . . The four drive in theatres operated by Roy Moore, Jr., have been purchased by Gulf State Theatres. Moore was previously city manager of the circuit's other three theatres, and these duties will be taken over by Teddy Solomon.

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SECTION TWO  
Vol. 71 No. 20

MAY 27, 1964

## AMERICAN-INT.

### Masque Of The Red Death

MELODRAMA  
90M.

American International  
(Pathecolor)  
(Panavision)  
(Filmed in England)

ESTIMATE: Effective horror drama.

CAST: Vincent Price, Hazel Court, Jane Asher, David Weston, Patrick Magee, Nigel Green, Skip Maryin, John Westbrook, Gay Brown, Julian Burton, Doreen Dawn. Produced and directed by Roger Corman.

STORY: Prince Vincent Price, ally of the Devil, is a tyrant to the peasants over whom he rules. When he visits a village and is greeted by some opposition to his taxation, he orders the objectors, David Weston and Nigel Green, imprisoned in his castle along with Jane Asher, Weston's sweetheart and Green's daughter. While the two men wind up in the dungeon, he has other plans for Asher, whom he orders bathed and gowned. He also orders that their village be burned as there was evidence of the Red Death. Asher is resented by Hazel Court, Price's companion, who has offered to become a bride of Satan in a weird ceremony in order to remain in the castle. Price hosts celebrations for a large gathering of guests, and during one of the entertainments, Green is killed and Weston is freed. He promises to come back to rescue Asher. Court dies during one of the sacrificial sessions she goes through, but Price is unperturbed and orders a masked ball to get under way. During the affair, death stalks among the celebrants, and even Price is taken, leaving Asher to go to the waiting Weston.

X-RAY: This is a weird horror entry that will shock many by its blood, gore, and ruthlessness, but it will also prove too long for some with its talky plot, which rambles into the abstract now and again. There are many elements that can be exploited, and where these are fully utilized, the results could be impressive. The cast is good, and direction, production, and special effects are commendable. The screenplay is by Charles Beaumont and R. Wright Campbell, based on a story by Edgar Allen Poe.

AD LINES: "Horror Sweeps The Countryside Before The Red Death"; "An Unusual Thriller For Adults From The Gory Tales Of Edgar Allen Poe."

## COLUMBIA

### Hey There, It's Yogi Bear

CARTOON  
88M.

Columbia  
(Eastman Color)

ESTIMATE: Cute look at hero of comics and tv ranks with the best cartoon features.

CREDITS: Produced and directed by William

Hanna and Joseph Barbera. To be heard are the voices of Daws Butler, Don Messick, James Darren, Julie Bennett, Mel Blanc, Jean Vander Pyl, Hal Smith, J. Pat O'Malley. Screenplay is by Barbara, Hanna, and Warren Foster. Associate producer is Alex Lovy.

STORY: Springtime in Jellystone National Park means that the animals swing back into action, and When Boo Boo wakes up his friend, Yogi Bear, the latter goes in for his old tricks of trying to scrounge food from park visitors. Spring to Cindy Bear means she will have another chance at trying to get Yogi to marry her. When the efforts of the Ranger to control him become a nuisance, Yogi asks to be transferred. He is told to report to the San Diego Zoo. Thinking better of it, he talks another bear into taking his place, but Cindy thinks he has gone there and tries to follow. She gets lost and is taken prisoner by a couple of broken down circus operators, who make her the captive star of the show. Yogi and Boo Boo go looking for her and eventually rescue her. They try to get home, becoming involved in a number of incidents. They wind up in New York instead of out west and take refuge on a partially constructed building. They are rescued by the Ranger in a helicopter and home they all go.

X-RAY: There are a couple of catchy tunes, a comic and cute story, and some good technical work to be found in this treat for the youngsters and family audiences. It should be aided at the boxoffice by a strong campaign that will take advantage of the character, which is well known to readers of comics and television viewers. There are tie-ins galore to put this across in fine fashion when school is out. As entertainment, especially for the moppet trade, it ranks with the best cartoon features.

AD LINES: "Lots Of Fun For Everyone As Favorite Funster Yogi Bear Swings Into Action"; "The Adventures Of Yogi Bear Are A Treat For One And All."

## MGM

### Flipper's New Adventure

DRAMA  
103M.

MGM  
(Metrocolor)

ESTIMATE: Good entry for youngsters and family trade.

CAST: Luke Halpin, Pamela Franklin, Helen Cherry, Tom Helmore, Francesca Annis, Brian Kelly, and Susie as Flipper. Directed by Leon Benson, produced by Ivan Tors, associate producer, Ricou Browning.

STORY: When Luke Halpin learns that his home is to be demolished to make way for a road and that he is to be separated from his pet dolphin, Flipper, he and the dolphin run away in their small boat and eventually reach a small deserted island in the Bahamas. His father, Brian Kelly, returns from ranger school and starts searching the Florida Keys. Meanwhile, three escaped convicts are hiding

on a nearby island and manage to trap Tom Helmore, his wife Helen Cherry, and their two daughters, Francesca Annis and Pamela Franklin. They put the three females off on the island inhabited by Halpin and then go off in the boat with Helmore. Halpin tries to help them without being seen, but eventually, he and Franklin meet. He swears her to secrecy. The other two are baffled by the assistance and by the friendly actions of Flipper. In a few days, the convicts return, deciding to hold the whole family as ransom for a pardon and free conduct wherever they want to go. Flipper and Halpin overcome the convicts and free the captives, but during the scuffle, the dolphin is injured. He receives medical aid and will recover, and Kelly and Halpin are re-united. Kelly is assigned to a seaside post so that Flipper can also be with them.

X-RAY: This is a worthy sequel to the initial Flipper entry, containing a bit more plot and adventure. It should be a hit with youngsters and family viewers. The acting is okay, and direction and production are good. Color is an asset. Incidentally, a television series based on Flipper is due out in the fall, and it might be advisable to play off the theatrical entry before then for maximum effect. The screenplay is by Art Arthur.

AD LINES: "The Further Thrilling Adventures Of Flipper And His Young Master"; "Flipper Tangles With Escaped Convicts . . . The Result Is Exciting Family Entertainment."

### The Unsinkable Molly Brown

MUSICAL COMEDY  
128M.

MGM  
(Panavision)  
(Metrocolor)

ESTIMATE: Superior musical fun entertainment.

CAST: Debbie Reynolds, Harve Presnell, Ed Begley, Jack Kruschen, Hermione Baddeley, Vassili Lambrinos, Fred Essler, Harvey Lembeck, Lauren Gilbert, Kathryn Card, Hayden Rorke, Harry Holcombe, Amy Douglass, George Mitchell, Martita Hunt, Vaughn Taylor. Directed by Charles Walters; produced by Lawrence Weingarten; associate producer, Roger Edens.

STORY: Debbie Reynolds (Molly Brown) lives in a rundown mountain shack with Ed Begley, who pulled her out of the Colorado River when she was an infant and raised her as his own daughter. She decides that she is grown and that she is going out into the world to get herself a wealthy husband. Enroute, she meets young and handsome Harve Presnell, and while she is attracted to him, she continues on her way. In Leadville, she talks saloon owner Jack Kruschen into giving her a job singing to get the boys to buy more drinks, and she is a hit. Presnell shows up and offers her happiness if she will marry him, but she is determined to hold out for wealth. Presnell convinces her that he has money as well, and she does marry him. He strikes gold near his cabin, and they are as wealthy as can be. They move to Denver, buy a huge mansion in the swanky part of town, but are snubbed by others in

the area. She goes to Europe with Presnell to get some culture, and she returns to Denver with some of the top European nobility as her guests. She gives a party attended by the society folk as well as by her friends from Leadville, and it winds up a brawl. She goes back to Europe alone, Presnell preferring the U.S. and simple things. She eventually realizes that she loves and misses him and comes home on the Titanic, which sinks in the Atlantic. She saves many lives and emerges as a heroine. Everyone is most anxious to bid her welcome now, but she is most concerned about Presnell, who is also at hand.

**X-RAY:** This entry was quite a hit as a theatrical musical comedy, and from all indications, this screen adaptation should be just as solid a crowd-pleaser on the large screen. It's filled to overflowing with fun, songs, dances, color, romance, and scenic beauty that will impress all viewers. The Cinderella-like story will amuse and entertain folks in practically all age categories, and helping is a breathtaking and captivating performance by Debbie Reynolds in the title role. She is ably backed up by the others in the cast, including a newcomer with a pleasant voice, Harve Presnell, who should receive more than passing interest from the femmes. The direction and production are superior, and the release should certainly give a substantial account of itself at the boxoffice. The screenplay is by Helen Deutsch, based on the musical play of the same name by Meredith Willson and Richard Morris. Among the tunes heard are "He's My Friend," "Belly Up To The Bar Boys," "I Ain't Down Yet," "I'll Never Say No," "Colorado Is My Home," and "Soliloquy."

**TIPS ON BIDDING:** Higher rates.

**AD LINES:** "A Great Stage Attraction Becomes An Even Greater Hit As A Motion Picture In Color And Wide Screen"; "One Of The Entertainment Delights Of The Year."

## Viva Las Vegas

MUSICAL  
86M.

MGM  
(Panavision)  
(MetroColor)

**ESTIMATE:** Bright, gay, and sure to please the younger set.

**CAST:** Elvis Presley, Ann-Margaret, Cesare Danova, William Demarest, Nicky Blair. Produced by Jack Cummings and George Sidney; directed by Sidney.

**STORY:** Racing driver Elvis Presley is a world-beater at cheap tracks but plans to get his own car and race it in the Las Vegas Grand Prix. Italian champion Cesare Danova recognizes his ability and would like Presley to work for him, but Presley wants to win the big race himself. They become friendly rivals for the attention of lovely Ann-Margaret when they help her with her car, but she disappears before they learn who she is. They surmise that she is a showgirl and tour Las Vegas nightspots looking for her without success. Presley discovers she is a swimming instructor at his hotel. Unfortunately, he loses the money with which he was to buy an engine for his racing car and is forced to take a job as a waiter. He plans to enter the employee talent contest in the hope of winning enough to get the engine. He dates Ann-Margaret, and they fall in love. Presley wins the talent contest, but the prize is a gold cup and a honeymoon ticket instead of the cash he needs. Ann-Margaret wants him to give up racing, and flirts with Danova to make him jealous. Ann-Margaret's father, William Demarest, secretly finances Presley's motor, and he enters the big race. Danova's car crashes, and Presley saves him, then goes on to win the race. He gets the girl as well.

**X-RAY:** Not much story, but who cares. Certainly not the youngsters who should find this one of Presley's best. The reason is his leading lady, Ann-Margaret, who is the stuff that stars are made of. Singing, dancing, or

just standing around looking beautiful, she more than holds her own with Presley and the combination should be just what the boxoffice ordered. Musical numbers, and there are plenty, are fast-paced and entertaining; color is lovely; backgrounds are lush. There is even a tour of Las Vegas night-life thrown in for good measure. Only a glutton would want a story, too. The teens and young adults should find this to their summer tastes, and even Dad will enjoy ogling the lush leading lady. It looks like a warm weather winner. Written by Sally Benson; music by George Stoll.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "Thrills, Romance, Music . . . Elvis And Ann-Margret In a Summertime Bonanza Of Entertainment"; "Definitely Not For The Square Set . . . Elvis Swings With Lovely Ann-Margret And The Fun Never Stops."

## PARAMOUNT

### Lady In A Cage

DRAMA  
93M.

Paramount

**ESTIMATE:** Well-made horror-laden drama is rough on audiences, but gripping.

**CAST:** Olivia de Havilland, Ann Sothorn, Jeff Corey, James Caan, Jennifer Billingsley, Rafael Campos, William Swan, Charles Seel, Scat Man Cruthers. Produced by Luther Davis; directed by Walter Grauman.

**STORY:** Wealthy Olivia de Havilland lives with her bachelor son, William Swan, in an old-fashioned, luxuriously furnished mansion in which an elevator has been installed so that she can move up and down while recovering from a broken hip. Swan leaves for the July 4 weekend, and she is alone. She enters the cage-like elevator and is trapped when the electrical current goes off. She tries using the electrical bell alarm, but no one pays attention except for alcoholic bun Jeff Corey, who investigates, disregards her, and steals some small items. He sells them to a fence and attracts hoodlums James Caan, Jennifer Billingsley, and Rafael Campos, who follow him after he visits buxom prostitute Ann Sothorn. The three take over from Corey and Sothorn and have a real orgy in the mansion, again ignoring de Havilland. Caan decides that Corey, Sothorn, and de Havilland should be killed so that the gang can't be identified. Sothorn gets to a phone and calls the fence, who arrives with a few henchmen and takes away all the stolen loot. The others kill Corey, lock up Sothorn, and prepare to kill de Havilland. They find that there is a safe, as well as a note from Swan asking that his mother release him from her clutches. De Havilland is shocked by the note, and in a struggle with Caan blinds him. The other two prepare to go off together as de Havilland tries for the front door. Blinded, Caan staggers into traffic and is killed. Attention is finally drawn to what is happening. De Havilland is saved, Billingsley and Campos are arrested as they try to get away, and Sothorn is presumably still locked up. The ordeal is over.

**X-RAY:** This drama is really a repelling experience in horror that will leave many in the audience gasping at the atrocities, the viciousness, and the torture enforced on weaker humans by bullying hoodlums. The story is relatively simple, and the action is confined pretty much to several sets. It is well done. Audiences will certainly be gripped and held by the terror-laden story, but they won't be overjoyed by the entertainment aspects of the tale. Performances are very good, with de Havilland outstanding as the woman trapped. The direction and production are capable. It should be seen by adults in the

main. The original screenplay is by Luther Davis.

**AD LINES:** "An Excursion In Terror That Will Be Long Remembered"; "An Unusual Thriller Of Terror And Suspense."

## Walk A Tightrope

MELODRAMA  
69M.

Paramount  
(English-made)

**ESTIMATE:** Okay brief program meller.

**CAST:** Dan Duryea, Patricia Owens, Terrence Cooper, Richard Leech, Neil McCallum, Trevor Reid, A. J. Brown. Produced by Jack Parsons; directed by Frank Nesbitt.

**STORY:** Terrence Cooper, husband of Patricia Owens, is murdered by hired killer Dan Duryea. Cooper's business partner, Richard Leech, convinces Owens to arrange a meeting with Duryea when he telephones. The police arrest Duryea, who implicates Owens as the person who planned the killing. However, at the inquest, Duryea breaks down and screams that he is being framed, and this is taken as proof of his instability. He is jailed. It later is proven that Owens' ex-husband, from whom an annulment had never gone through, had been blackmailing her, and she had hired Duryea to kill him. Duryea killed the "wrong husband" instead.

**X-RAY:** This taut little melodrama written by Mann Rubin with a surprise twist ending has been nicely directed and produced. The entire cast give good performances, and the presence of several names should help it over here. The brief running time makes it doubly welcome as part of the program. The impression that it would make a good one-act play remains.

**AD LINES:** "Who Was Guilty Of The Seemingly Pointless Murder?"; "A Murder Mystery With An Unexpected Twist."

## UNITED ARTISTS

### For Those Who Think Young

COMEDY MUSICAL  
96M.

United Artists  
(Schenck-Koch)  
(Technicolor)  
(Techniscope)

**ESTIMATE:** Lightweight, pleasant summer nonsense.

**CAST:** James Darren, Pamela Tiffin, Woody Woodbury, Paul Lynde, Tina Louise, Nancy Sinatra, Bob Denver, Claudia Martin, Robert Middleton, Ellen McRae, Louis Quinn, Sammee Tong, Addison Richards, Mousie Garner, Bennie Baker, Anna Lee, Sheila Bromley, Jack LaRue, Allen Jenkins, Robert Armstrong, Alberto Morin, Byron Kane, George Raft, Roger Smith, Amedee Chabot. Executive producer, Howard W. Koch; produced by Hugh Benson; directed by Leslie H. Martinson.

**STORY:** Students at Oceancrest College enjoy surfing and dating, with the champion in the latter category young and rich James Darren. He goes after coed Pamela Tiffin, whose guardians, Woody Woodbury and Paul Lynde, are entertainers at a nearby night club. Woodbury becomes a smash act with the college crowd, and the club is cleaned up to appeal to that element. Darren and Tiffin are really in love, and Darren's grandfather, Robert Middleton, determines to break it up. He pressures the college to put Woodbury's club off-limits although they break no laws and are careful to keep the college kids from drinking. Middleton is exposed as a former racketeer and grudgingly gives his blessing to the marriage.

**X-RAY:** Lots of kids having lots of fun should prove diverting summer entertainment, particularly for moviegoing youth. Even the adults will find the goings-on pleasant enough nonsense. Surfing, dancing, (Continued on page 5171)

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**For Those Who Think Young**

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singing, etc., all bathed in bright Technicolor hues, put a capable cast through its paces. The lightweight story means nothing, of course, but no one will really mind that. These college kids would probably have trouble getting a degree in anything more academically strenuous than swimming, but that hardly matters. It's aimed at the teens, and they should respond favorably. Story by Dan Beaumont.

TIP ON BIDDING: Better program rates.

AD LINES: "Gay Musical Fun For Those Who Think Young"; "A Summer Treat For All The Family . . . Join The Happiest Gang Of Surfing Nuts Ever To Ride A Wave Of Laughter And Music."

**WARNERS**

**A Distant Trumpet**

WESTERN  
117M.

Warners  
(Technicolor)  
(Panavision)

ESTIMATE: Cavalry vs. Indians, plus romance for ladies.

CAST: Troy Donahue, Suzanne Pleshette, Diane McBain, James Gregory, William Reynolds, Claude Akins, Kent Smith, Judson Pratt, Bartlett Robinson, Bobby Bare, Larry Ward, Richard X. Slattery, Mary Patton, Russell Johnson, Lane Bradford. Produced by William H. Wright; directed by Raoul Walsh.

STORY: In 1882, Indians of the Chiricahua tribe are on the war path in southern Arizona. Young Cavalry Lieutenant Troy Donahue reports to a fort commanded temporarily by Lieutenant William Reynolds, until the arrival of Major Bartlett Robinson. Reynolds' wife, Suzanne Pleshette, is to leave for the east the following day. A detail led by Donahue is ambushed by Indians, and his men flee in panic. Heading back to the fort, Donahue rescues Pleshette from a runaway stagecoach. They are attracted to one another, and make their way back to the fort. Robinson and his wife arrive, accompanied by Donahue's fiancée, Diane McBain, who would be happier if Donahue would take a soft desk job somewhere. A full scale attack against the Indians is launched by General James Gregory, but it fails. Donahue is assigned to try to talk the Indians into surrendering peacefully. He accomplishes his mission and promises the Indians that they will be permitted to stay on in Arizona. They agree, but a junior officer sends them off to Florida. Both Donahue and

Gregory threaten to resign their commissions and tell the whole story to the press unless the Indians are treated fairly. The Indians return to Arizona and Donahue marries Pleshette, now a widow, rather than McBain, who does not understand his love for the Cavalry.

X-RAY: The Cavalry rides against the Indians again, and there is plenty of western action, brightened by good color photography. For the gals, young Troy Donahue, a favorite with the younger set, devoted as much time to untangling his love life as he does to fighting the Red menace. Warners' popular stable of young stars is out in full force, so the film is exploitable. Otherwise, it shapes up as a fair action yarn for the program. Production and direction are satisfactory, and the undemanding many will find it easy to digest. Screenplay by John Twist, from the novel by P. Horgan.

TIP ON BIDDING: Better program rates.

AD LINES: "Action In Arizona As The Exciting Best-Seller Comes To The Screen"; "Violent Action And Turbulent Romance As The U. S. Cavalry Rides Again."

**MISCELLANEOUS**

**Black Like Me**

DRAMA  
107M.

Continental

ESTIMATE: Exploitable, topical exposé.

CAST: James Whitmore, Dan Priest, Walter Mason, John Marriott, Clifton James, Lenka Petersen, Roscoe Lee Browne, Sorrel Booke, Richard Ward, Stanley Brock, Will Geer, David Huddleston. Presented by Victor Weingarten; produced by Julius Tannenbaum; directed by Carl Lerner.

STORY: James Whitmore, southern white newspaperman, decides to darken his skin chemically, travel through the south as a Negro, and write about his experiences. His wife and others around him are not happy about the decision, but he goes through with it anyway. With the aid of chemicals and a sunlamp, he darkens his features, and learns the ways of a Negro from a sympathetic bootblack. He rides busses and suffers discrimination. He is helped by Negroes to lodgings and over some of the rough spots. He meets white men, who are interested mainly in the sex life of Negroes. He works in a garage, goes out with a Negro girl, and is threatened by sadistic whites. He takes temporary refuge in the home of a friendly newspaperman. He eventually reveals his identity to Negroes, who are not very sympathetic with his aims, feeling that he can always go back to the white world and being a man again, while they must remain forever what

they are. He heads home, his mission accomplished.

X-RAY: Integration and segregation are in the headlines daily, and this exposé of a white man's life as a Negro in these times has received big play via a book and magazine articles. The makers try for the shocking and sensational, and what emerges is a preachment containing some dirty words and conditions that need remedying. The acting, direction, and production in this overlong tale of impersonation varies from fair to good. Hard-hitting ads and an exploitable campaign could prove of value, with the emphasis on adults. The message is admirable, but it could have been presented more effectively. The screenplay is by Gerda and Carl Lerner, based on the book by John Howard Griffin.

AD LINES: "A Shocking Exposé Behind Today's Headlines"; "He Lived In Both Worlds And His Story Will Shock All."

**White Slaves Of Chinatown**

MELODRAMA  
70M.

American Film Distributing  
(Narrated)

ESTIMATE: Nudie with veneer of social commentary.

CAST: Audrey Campbell, Marlaina Abbie, Lenore Rhein, Veronica Bellach, Jim Lyons, Mitzi Meer. Produced by George Weiss; directed by Joseph A. Mawra.

STORY: The central figure is a warped woman who deals in the vices. Her headquarters is a Chinatown building where she "breaks" girls supplied by narcotics pushers and a syndicate. The storyline traces the processing of four girls who are to become prostitutes and dope pushers. Each is submitted to tortures devised to break the will. Shown are scenes where crushing the fingers, hanging by the heels, water torture, and other methods are used. Their mentor is also a Lesbian who makes use of her helpless students to satisfy her own desires. The girls complete their processing and are shipped to other cities.

X-RAY: The nudity angle dominates this amateurish effort. Shots of breasts, dressing and undressing, loveplay both hetero and homosexual, and narcotics addicts smoking opium and taking injections are artless and lewd. The makers of the film, however, pushed bad taste one step further and tacked on a sound track consisting of some Chinese music and a righteous voice urging no rest until such evils are stamped out. The licenses taken in the film make screening mandatory for all but a few fast-buck situations. Such films give the entire industry a bad name.

AD LINES: "Forced To Sell Their Bodies For Dope"; "Whipped — Branded Souls Stripped Of All Decency."



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# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

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MAY 27, 1964

SECTION THREE

Vol. 71 No. 20

## Paramount Blasts Off Giant Campaign on "Mars"

Paramount Pictures is ready to blast off with its highest-powered exploitation campaign in many years for the Schenck-Zabel production, "Robinson Crusoe on Mars," it was announced yesterday by Martin Davis, vice-president in charge of advertising and publicity.

Backing the Techniscope-Technicolor space adventure, which will be playing in key city and saturation engagements throughout the summer beginning June 10th, will be a campaign that "is as scientifically accurate as the picture itself," Davis said. "All the experience and know-how of Paramount's merchandising and marketing specialists have gone into the creation of the campaign. It is no hit-or-miss affair; each area of the campaign has a definite audience goal."

An important phase of the campaign will be a special Exhibitor Incentive Contest, with \$1,500 in cash prizes. Awards will be made for the best campaigns in three different types of situations: under 100,000 population; 100-250,000 population; and over 250,000 population.

An unusually large number of selling tools have been prepared for "Robinson Crusoe on Mars," Davis said. Highlights include:

... A national consumer contest in which the public will be asked to guess the exact date and time that the first contact is made

(Continued on page EX-592)

## Talking Dog 'Michel' Is Press Agent For Universal's "Wild And Wonderful"



Michel, the talking dog press agent for 'Monsieur Cognac', the French poodle who makes his debut in Universal's "Wild and Wonderful", is seen dictating to Carol Weiner, secretary to Herman Kass, U's executive in charge of national exploitation.

### Book Promotes Disney Film

A special motion picture edition of "The Three Lives of Thomasina," has been published by Popular Library, Inc.

This book, giving important credit to the movie on the full color cover, will go on sale at 100,000 retail outlets across the country.

Meet Michel, the talking dog press agent for 'Monsieur Cognac,' the French poodle who makes his screen debut in Universal's "Wild and Wonderful."

You'll be hearing and seeing more about Michel soon as radio, television and the press will be heralding Michel and the film in more than 15 key cities before it has its pre-release openings for the Memorial Day weekend including a New England and Pittsburgh saturation.

It isn't Michel so much as the idea of a talking dog that really is the attraction; and it isn't what he says but his timing and how he says it that confound all the skeptics. At the Hotel Drake, New York City, Michel met the press at a champagne and eggs breakfast; but even the cynical reporters, television interviewers and still photographers paid scant attention to their victuals once Michel trotted in with his owners Charlie and Albert Messick and proceeded to talk a blue streak without too much encouragement. He continued talking for the still photographers from the New York newspapers and the reporters and gave them three separate interviews for the newsreel cameramen from NBC, CBS and ABC. As one of the interviewers remarked, he once had to go to the zoo to interview a gorilla but no sounds. Michel sounded off on what he thought about President Johnson picking up dogs by the ears, about girl dog poodles, and about everything else he was asked. He didn't get temperamental with the photographers and did not once try to "put on the dog."

Charlie Messick reported that coming down in the elevator in the Drake a woman had said hello to Michel and Michel shot right back, hello, and she almost fainted.

There are other big doings in store for Michel. In a tie-up, heralded by large ads in the newspapers, a poodle fashion show was held by Macy's department store. 'Monsieur Cognac' was to be guest of honor but Michel, his press agent, made the appearance. It was feared that a near riot scene might be created if Michel was announced as the star since he has been seen on the NBC "Tonight" Show with Johnny Carson, and there are still many skeptics who refuse to believe that Michel actually talks.

You bet he talks and he's talking for "Wild and Wonderful" and the Universal boys have really come up with a promotional gimmick this time which is a show in itself. That was the verdict of the photographers and reporters at the press conference.

(Continued on page EX-592)



The boulevardiers of Paris had nothing on Chicago's State Streeters recently when David B. Wallerstein, president, Balaban and Katz Theatres, joined model Kathie Wells for lunch of lobster and champagne in re-created typical Parisian sidewalk cafe scene in front of Chicago theatre in honor of the opening of Paramount's "Paris When It Sizzles." Maxim's French restaurant catered the entire piece of frivolity.

# English Beard Shaving Contest A Hit In Tie-Up With Remington Razor Co.

A stunt that cost him nothing to promote and netted almost 100 Pounds to local charity was arranged recently by A. Heaton, ABC Darlington, Darlington, England.

This did not tie-in with any particular film attraction; but proved an outstanding novelty as an added attraction.

It was a beard shaving contest promoted with the Remington razor company with the cooperation of the local Lions Club and the Darlington Rugby side. Three members of each participating club formed the participants in the novel race, the winners of which were presented with electric shavers by Remington.

Six thousand tickets on which patrons were invited to guess the time the winning team would take were printed free of charge by Remington and sold by members of the Lions Club with proceeds going to help local needy aged people.

Remington paid for all advertising which included 12 inch double column ads on four different dates in the local newspaper, the Northern Dispatch.

This paper also gave the race an advance write-up editorially, and published a photo of the two teams competing on the stage, together with a further write-up of the beard shave.

The theatre arranged a foyer display that attracted the attention of all.

Local charity benefitted from the endeavor; and the theatre gained a valuable boost to attendance on a night when patronage is usually below average. Public relations were enhanced at nil cost to the theatre; and everyone seemed to enjoy the stunt.

## U Personalities On Tour

Universal will have three different personalities visiting 31 cities in connection with Texas territorial pre-release world premiere of "Island of the Blue Dolphins," the Robert B. Radnitz Production in Eastman Color based on Scott O'Dell's Newbery Medal novel, and the Ohio openings which will follow on June 17th.

Radnitz will start his tour in Columbus on June first and then visit Dayton and Cincinnati before moving on to Dallas, Ft. Worth, Austin, San Antonio, Houston, Galveston, Beaumont and Port Arthur.

Celia Kaye, who makes her screen debut in the leading role in "Island of the Blue Dolphins," will start her tour on June 1st in Dallas and visit Ft. Worth, Austin, San Antonio, Houston and then Columbus, Dayton and Cincinnati.

Frank Weatherwax, the eminent Hollywood dog trainer and Rontu, the dog who stars in the film, are scheduled to visit El Paso, Austin, San Antonio, Waco, Wichita Falls, Galveston, Beaumont and Port Arthur and then Columbus, Dayton and Cincinnati.

The triple promotional support being accorded the Texas and Ohio territorial launching of the film is part of Universal's extensive long-range campaign which has seen Radnitz working on the picture since early March.

## RKO Proctor's, Newark, Scene Of Giant Talent Search

The RKO Proctor's Theatre, Newark, launched the first of 13 scheduled live Talent Search programs recently.

The Talent Search is a co-operative venture by RKO Theatres and Newark radio station WNJR.

The three winners were selected by audience response and the WNJR disc jockeys. First Prize was won by a four-man singing group from Newark, The Ambers. Second Prize was won by female singer Pat Jarvis of Brooklyn. Third Prize was won by a 5-man singing group, The Debutes, of Newark.

WNJR disc jockey Herman Amis acted as Master of Ceremonies. Other DJ's included Mark Alan, Charlie Green, George Hudson and Danny Stiles. "Duke" Anderson and His Swinging Dukes supplied the music.

All winners will eventually compete for a one-year recording contract with a major record company.

The RKO-WNJR Talent Search will be held every Friday evening at about 9:30 p.m. for a minimum of 12 more weeks.

## AIP Color TV Spots

Color television spots are being used for the first time to advertise an American International Pictures release on Los Angeles video stations, according to Milton I. Moritz, AIP ad-pub chief.

Moritz disclosed that color TV spots in both 60-second and 20-second lengths are currently plugging AIP's color thriller "Black Sabbath" on three local outlets.

Stations used by American International for the color spots are KNBC-TV (Channel 4), KABC-TV (Channel 7) and KHJ-TV (Channel 9).

## "Most Lovely" Campaign Outlined For "My Fair Lady"

The biggest and "most lovely" merchandising campaign in motion picture history, valued at \$17,000,000 or one dollar for every production dollar, was unveiled recently for Warner Bros. "My Fair Lady" by Richard Lederer, the company's vice-president and director of advertising and publicity.

Lederer revealed the unprecedented scope of the "My Fair Lady" campaign at the Warner Bros. national promotional conference in the Sherry-Netherland Hotel New York.

Stressing the magnificence of the \$17,000,000 motion picture production, Lederer said, "the opulence, the beauty, the breathtaking color and splendor of the motion picture will be conveyed to the public in myriad ways so that the entire country, and all the world, will know that here is the most wonderful entertainment we have ever known.

Side by side with the direct advertising and publicity for "My Fair Lady" are the unmatched merchandising campaigns being carried on through huge fashion promotions, backed by saturation advertising in cities throughout the United States, Lederer noted. Similar widespread activity is being developed in the music fields, he said.

The "tailored to perfection" publicity, advertising, promotion and exploitation campaigns for "My Fair Lady" were detailed to the conference by Joe Hyams, national publicity manager; Ernie Grossman, national director of promotion and exploitation, and Max Stein, advertising manager.

Outlining aspects of the giant fashion promotion for "My Fair Lady" was Grace Van Dyke, fashion market editor of Vogue magazine. Taking part in discussion of the "My Fair Lady" music campaign were five Columbia Records executives.

Also participating in the conference were Leonard Palumbo, foreign publicity-and-advertising manager; Myron Weinberg, "My Fair Lady" sales promotion director, western exploitation coordinator W. W. Brumberg, field representatives Frank Casey of Chicago, J. D. Woodard of Atlanta, Irving Blumberg of Philadelphia, Don Walker of Kansas City, Kevin Genter of Dallas, Jack Wodell of San

(Continued on page EX-591)



A. Heaton, manager, ABC Darlington, Darlington, England, recently held a novel Remington Beard Shave Contest in a charity benefiting tie-up with Remington Razors. The above photo shows the attractive foyer display set up to herald the race between three members of the local Lion's Club and three local rugby players.

## "Yogi Bear" In Texas

The Houston Chronicle, the largest evening newspaper in the city, has kicked off a "Hey There, It's Yogi Bear" puzzle and coloring contest. Twenty-five contest articles are due to run from now till June 14 with a cache of more than 1,000 prizes waiting for winners from 7 to 15 years of age.

Meanwhile, on June 11, the 22nd day of the contest, when word-of-mouth and competition will be at its greatest, the Hanna-Barbera full length color feature released by Columbia Pictures makes its debut in a tremendous multiple run in Houston and the surrounding area.

In addition to newspaper coverage totalling more than 400 column-inches on the contest alone, the Chronicle will devote one of its exterior windows in downtown Houston to Yogi Bear and will set up a Yogi booth in its lobby to collect entries. At the same time, retailers who have provided prizes for the contest, including Playhouse Toy Stores, will tie-in with window displays on "Hey There, It's Yogi Bear." To date, almost two dozen separate windows are involved.

The Chronicle's handling of the contest includes a daily two-column article containing one piece of a Yogi Bear portrait from "Hey There, It's Yogi Bear." The film will receive prominent mention in every insertion. At the end of the 25 contest insertions youngsters will assemble the pieces and color the drawing, using the Sunday Chronicle's Yogi Bear comic strip as a guide. Winners will be announced in the Sunday Chronicle of June 21 with prizes divided by age into three groups ranging from 7 to 15 years. Top prizes include three all-expense vacations.

## "Carpetbaggers" Records

In one of the most extensive music tie-ins for a motion picture in many years, 12 single recordings of the main title theme and love theme from Joseph E. Levine's "The Carpetbaggers" will be released by major labels. In addition, Ava Records will issue the long-playing soundtrack album of Elmer Bernstein's score.

# Teenage Premiere With Stage Show Gets "Muscle Beach Party" Off Fast

## Bronx Moviegoers Get Bridge Toll Refunds

The new Bay Terrace theatre, at Bell Blvd. and 26th Avenue in Bayside, will refund the 50 cent Throgs Neck Bridge toll for Bronx moviegoers coming to the theatre.

Motorists can reach the Bay Terrace by taking the Throgs Neck Bridge to the Clearview Expressway, to 26th Avenue, exiting left at the stop sign, to the theatre. The Bay Terrace is approximately 15 minutes away from the Bronx by car.

A free parking lot accomodates up to 750 cars.

The theatre management expects this new concept in showmanship to attract even more attention to the Bay Terrace, one of the most modern theatres in Queens, which seats 1400.

## "Molly Brown" Fashion Show

In honor of the June 11th, Denver world premiere of Metro-Goldwyn-Mayer's "The Unsinkable Molly Brown," the Denver Fashion Group will sponsor a fashion show and luncheon at Denver's Hilton Hotel. The highlight of the afternoon will be Debbie Reynolds modelling the famed Morton Haack designed Red Bird of Paradise Gown which she wore in the picture. The Fashion Group will also present additional original costumes from the picture, as well as adaptations by Mr. Gee, Cuddlecoat, John Frederics and Coro Jewelry.

Also attending the gala premiere, at the Denham, will be Harve Presnell, currently on a nationwide personal appearance tour on behalf of the production, Governor John A. Love, top state government officials, local society leaders, and the press.

Walt Meier, showman-manager, downtown Florida, Jacksonville, recently staged another of his well-planned, finely executed exploitation campaigns to fill the Florida to its 2,300 capacity at a special teen-age premiere of American International's "Muscle Beach Party" coupled with the United Artists' short subject, "The Beatles Come To Town," and a 45-minute stage show performed by a large gathering of karate and judo wrestlers, muscle men, weight-lifters, and lovely bikini-clad bathing beauties.

Meier staged the premiere as a benefit performance for the local Hope Haven Children's Hospital. Several days in advance of his opening, he held a free pre-performance stage show at the Jacksonville Beach Bandshell on a Sunday afternoon when thousands of local residents flocked to the beaches for early summer outings. His crew of ushers handed out 20,000 heralds at the beaches to advertise the coming premiere, and a fine tieup with Dr. Pepper Bottling Company resulted in the give-away of three entire truckloads of the soft drink to the crowds who came to see the band-shell show.

Another fine tieup was with radio station WAPE, which has a larger following of youth groups than any other radio broadcasting concern in the north Florida area. WAPE plugged the teenage premiere for 10 days in advance of opening, and also broadcast the show on stage at opening, with popular master of ceremonies Randy Tishner at the microphone.

Crowds four blocks long lined up for the teenage premiere and set the feature film and the short subject off for a fine run of two weeks playing time.

## "Patsy" Paint Tie-Up

A major billboard and poster campaign for Jerry Lewis' "The Patsy" in the Southern California area has been set with the Sinclair Paint Company. The month-long tie-up starts June 15th, keyed to multiple openings of the Paramount comedy July 8th.

Thirty-four thirty-sheet billboards at key locations in Los Angeles and Southern California will plug "The Patsy." In addition, big display cards will be featured on the outside of busses covering all major thoroughfares and all Sinclair delivery trucks. All Sinclair stores will feature displays for the film in their windows.

## "MOST LOVELY"

(Continued from page EX-590)

Francisco, Beverly Beltaire of Detroit, Floyd Fitzsimmons of Boston and Canadian publicity director Al Dubin.

One hundred and seventy-eight million subway riders are getting the word about the Warner Bros. motion picture production of "My Fair Lady," which will have its world premiere October 21 at the Criterion Theatre in New York.

Forty-two percent of all the people in 17 counties constituting the New York-New Jersey-Connecticut metropolitan area will view the eye-catching subway posters for the Technicolor-SuperPanavision film that stars Audrey Hepburn and Rex Harrison.



Fish-tanks, with stills inside them, were the focus of lobby display for Warners' "The Incredible Mr. Limpet," when recently installed by manager Jesse L. Marlow, Tennessee Theatre, Nashville, Tenn.

## THE EXHIBITOR'S EXPLOITATION EFFORTS

RICHARD J. LASH, manager, Old Country Theatre, Plainview, L. I., upon receiving the booking of Embassy's "Mr. Gocha, The Talking Bear," a childrens' show, had to move fast to give it the needed attention. He had an aide dressed up in a bear costume distribute heralds at the surrounding grade schools. This proved to be a big success with the "bear" invited by several principals to enter the schools. The "bear," whose costume was truly wonderful, was driven through neighboring shopping centers in a Cadillac convertible; and rode a bicycle up and down the main thoroughfare. This resulted in many calls to the local police department. The "bear" was also invited to appear at a local fashion show in Penny's department store window. All in all, a wonderful time was had by all—the bear actually becoming a sort of celebrity. The picture was a smash hit and the cost was relatively nil.

LINN SMEAL, Schine's Riviera, Rochester, N. Y., recently received a lot of free air time via a radio contest set up for United Artists' "Tom Jones." This contest which was carried over the station for one full week, invited the people to write on the back of a post card as many of the people named "Jones" as they could . . . with the help of the telephone directory. The responses to this contest was really amazing. Linn and his assistant Dick Streeter were also successful in tying-in a local paint company with TOM JONES. The paint company offered two guest tickets, which they purchased from the Riviera Theatre, to this attraction with every purchase of two gallons or more of paint. This company also cooperated with a large co-op ad and front window display. The local TV station WHEC, with the cooperation of the University of Rochester presented a discussion panel and talked at great length about TOM JONES, the novel and the motion picture, giving their views on the author, the stars of the movie, etc.

GARY RHODENHOUSE, Colonia, Norwich, N. Y., had a terrific response to his pet photo contest on Walt Disney's "Incredible Journey." By persevering efforts, he was able to come up with 50 pounds of dog food, a \$10 gift certificate, and a Walt Disney Incredible Journey album for prizes in this contest, and the local newspaper ran a number of stories about the event. The Victory Chain Super-market came through beautifully with displays in their two local stores and snipes in the outlying towns' stores.

### TALKING DOG

(Continued from page EX-589)

For awhile Charlie Messick was a little worried about Michel having too much champagne. Charlie did report that Michel had seen the picture in a screening room recently with all present, including the projectionist, dumbfounded that he had sat on a seat quietly for its 88 minutes running time and evidently was fascinated as he watched the picture.

When asked what he thought about the picture, Michel answered, "Should be a great boxoffice attraction for all exhibitors. It's a fine piece of entertainment."



Here is "Gocha," whom Richard J. Lash, manager, Old Country Theatre, Plainview, L. I., used as street ballyhoo for Embassy's "The Talking Bear," sharing some popcorn with a few youthful patrons in the theatre lobby.

### PARAMOUNT

(Continued from page EX-589)

with Mars. \$1,000 will be deposited in a New York savings bank, to be presented, with compound interest, to the winner or his heirs immediately following the first contact with the planet. The prize could conceivably amount to many thousands of dollars by that time, Davis noted.

. . . Special radio commercials and television trailers for big area-wide saturations.

. . . Giant newspaper ads in color in many major markets.

. . . Special Saturday morning screening for press, radio-TV, exhibitors, community leaders and their families. Screenings are also being set up for science writers and the U.S. astronauts.

. . . "A Robinson Crusoe on Mars" television kit, to be planted with a top children's or teen-age show in every major market. A short film about outer space will be the nucleus of the kit, which will also include script materials, props and souvenirs for a full half or one-hour show devoted to "Robinson Crusoe on Mars."

. . . A national publicity and personal appearance tour by Paul Mantee, who portrays "Robinson Crusoe on Mars," and Mona the woolly monkey.

. . . A full-scale music and disc jockey promotion focusing on Johnny Cymbal's recording of the title song from "Robinson Crusoe on Mars" for Kapp Records.

. . . A major budget advertising-publicity tie-in with Channel Master Radio and Television Corporation described as bigger and more extensive than the highly successful one last year for "Who's Minding the Store?"

. . . A unique Disc Jockey Survival Test, in which a leading disc jockey in each key city will be locked in a store window or other focal point to see how long he can "survive" under conditions approximating those in the film.

. . . Coloring contest mats, survival maze mats and a colorful four-page herald for distribution and advertising tie-ins at the theatre level.

. . . A "Robinson Crusoe on Mars Space Club," with membership cards for theatre give-aways in advance of and during play-date.

. . . A "TV Topics" kit serviced to 750 television stations in the U.S. and Canada, showing how the original story of "Robinson Crusoe" has been brought up to date and into the future in "Robinson Crusoe on Mars."

. . . A comprehensive Exploitation Bulletin, with 100 different ideas and suggestions for promoting "Robinson Crusoe on Mars" locally.

### "Merlin Jones" Winners

Winners of the "Merlin Jones' Enthusiasm Insurance Contest" were announced by Irving H. Ludwig, president and general sales manager of Buena Vista.

A total of \$1,000 in prize money was awarded—\$500 by Buena Vista and \$500 from Century Theatres, contributed by Martin Newman, vice-president. The recipients of the cash bonanza were Bud Hansen, manager of Century's Queens Theatre; Len Kaplan, manager of Town and Country's Hewlett Theatre; Joseph Goldenberg, manager of Town and Country's Sea View; Ben Goldman, manager of Century's Bliss Theatre; Herman Slepian, manager of Interboro's Fortway; and Walter McEachern, manager of Century's Prospect Theatre.

The contest was run prior to and during the engagement of "The Misadventures of Merlin Jones" in 20 theatres in greater New York, and the six managers who did the most outstanding showmanship job for "Merlin Jones," were selected as the winners.

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**BINGO CARDS DIE CUT!** 1, 75-500 combinations, 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

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## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

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Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

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**MANAGER.** Currently working. Experience with three large New York City theatre chains. Knowledge all phases theatre management and operation. Desires Northeastern states. BOX B527, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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**THEATRE MANAGERS:** Experienced, aggressive, promotion-minded, needed for small, large situations with large Western Pennsylvania circuit. Good future for right man. Send résumé giving age, experience and references. BOX B520, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EXPERIENCED THEATRE** general manager born to the business. Knows booking, buying, promotion, all facets theatre operation. Interested New York metropolitan theatre or distribution situation. Résumé on request. BOX E520, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**COLLEGE GRADUATE** in 3 1/2 years, experience as newspaperman; travel service, teenage dance manager; a real promoter, age 22, slight physical handicap, knows theatre business. ROBERT J. DOUGLAS, 1009 Madison St., Apt. 4, Syracuse, N. Y., 13210. Phone 518-475-9120. (513)

**MANAGER NEEDED,** large South Florida area. Experience only. Bondable. FEDERAL DRIVE-IN THEATRE; South U. S. #1, Pampana Beach, Florida. (5201)

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**EXPERIENCED MANAGER** available. 20 years experience in all phases theatre operation, including concession. N.Y.C., Bronx or Westchester. BOX A520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**THEATRE JOB WANTED.** 23 years old, single, nine years experience in booth. Would like to train for manager, indoor or drive-in. Western states preferred. BOX D520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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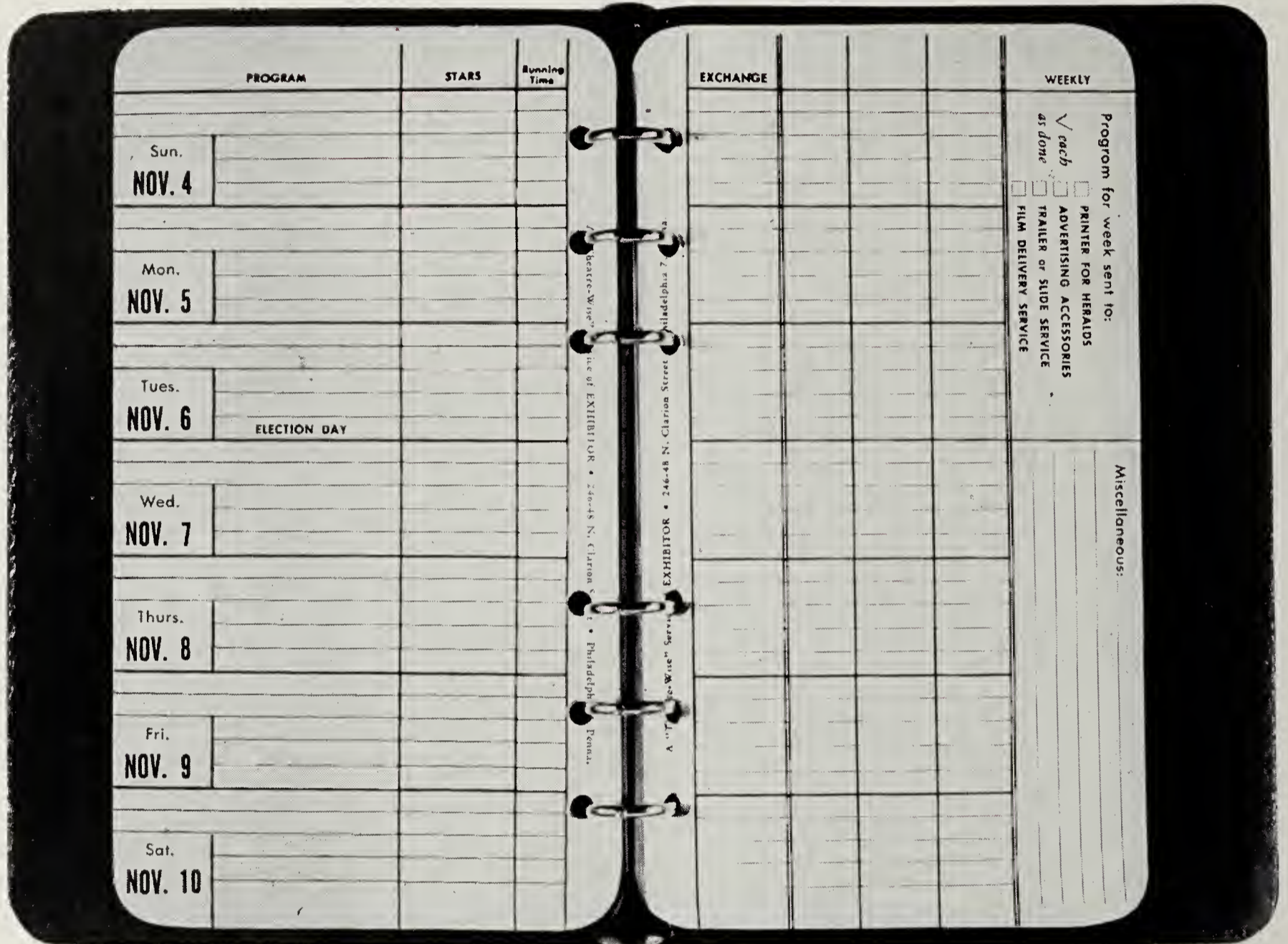
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MOTION PICTURE

# EXHIBITOR

JUNE 3, 1964

Volume 71

Number 21

IN TWO SECTIONS • THIS IS SECTION ONE



## UA Anticipates Greatest Year

(See Page 7)

## NSS Introduces Its Cinemotion

(See Page 12)

Who's the man with the king-sized headache on our cover this week? Can you guess? (It's not a distributor, and it's not a producer either!) It's our friend, Mr. Exhibitor. Color his face a nice sickly green and send him to your favorite distributor along with your next blind bid! Who knows—you might get a free bottle of aspirin back with your contract.

**TO BE CRITICAL OR CORRECT? . . .** see editorial—page 3

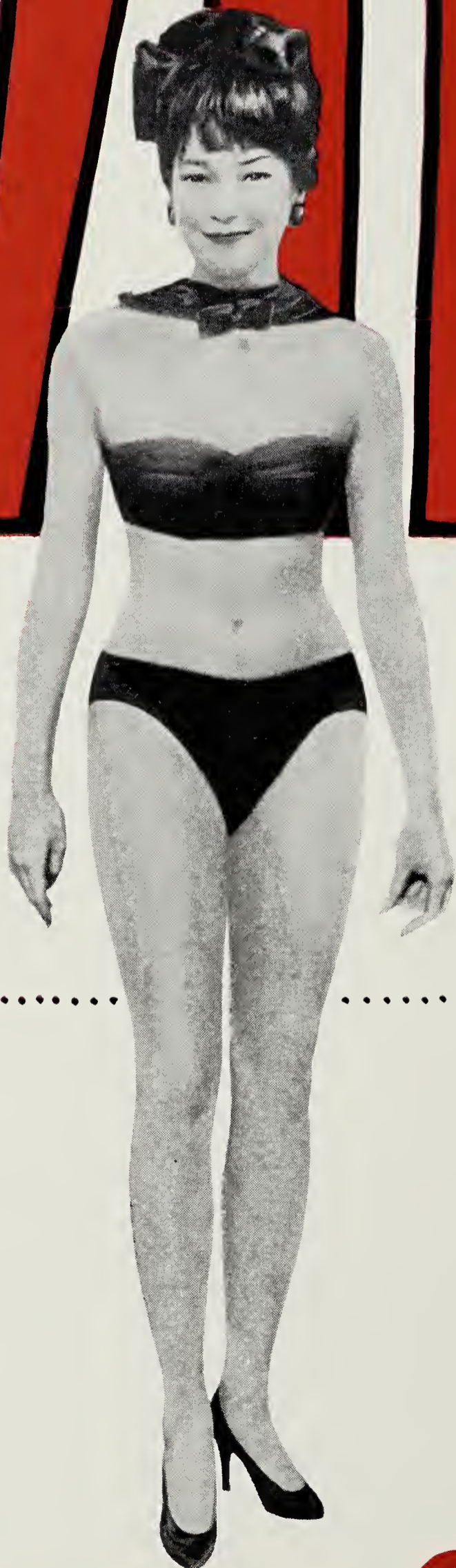


WHAT A WAY TO **Go** GOES

# WILD!

In New York...  
Chicago...  
Philadelphia...  
Washington...  
Los Angeles...  
Boston!

.....



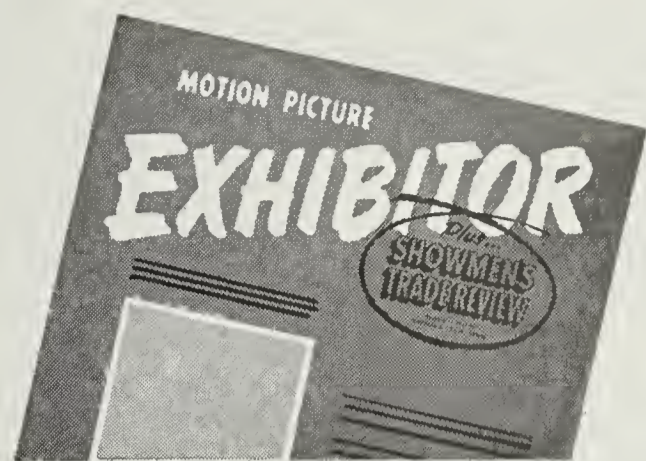
**“WILL MAKE AS MUCH MONEY AS ‘GONE WITH THE WIND’ OR I MIGHT MY GUESS.”** —*New York Daily News*

.....

Watch 20th's great attraction **Go** everywhere Mid-July

# The Trade Paper Read by Choice—Not by Chance

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Volume 71 • No. 21

JUNE 3, 1964

## TO BE CRITICAL OR CORRECT?

**I**F EVERYBODY thought the same way and liked the same things, it would be a mighty dull world. Difference of opinion, it is said, makes horse racing. It is probably equally important to motion pictures.

There are really two kinds of critics. One is fair, tactful, constructive; the other is blunt, harsh, hostile. One is trying to do a job for his reader; the other is trying to do a job for himself. It is far easier to attract attention by screaming than by speaking softly and intelligently. The destructive, wise-cracking critic is not at all interested in his readers or the art medium he writes about. He is not interested in anything or anyone besides himself.

These unfair, vicious attacks show up quite often. They are never more noticeable than when the public makes a film a winner at the boxoffice despite the attacks of so-called critics. They vote with their dollars and not with their big mouths and sharp pens. These are the votes that count.

Let one national magazine tear a picture apart, and the rest will follow suit. We do not question any critic's right to express his opinion. We do question the practice of bitter and vicious criticism for no reason other than to boost the critic's own ego.

Recently, 20th-Fox's "WHAT A WAY TO GO" was lambasted by the so-called critic of Life Magazine. We got a few letters from exhibitors who had bought the picture partly because MOTION PICTURE EXHIBITOR had gone out on an editorial limb, calling it a moneymaker and a crowd-pleaser.

These theatremen were concerned. Our reply to these gentlemen was in the form of a question: "Do you want a picture that will please Life Magazine and not do a dime at the box-office . . . or do you want a picture that will please crowds and do business?" You can guess what their answer was.

Exhibitors should be trained to anticipate the remarks of critical wise-guys. Their hostility is a natural thing. Criticism is as old as mankind itself. It can stem from envy, jealousy, spite. Remember, one of the greatest men ever to walk the earth was bitterly criticized and finally crucified. Spiteful, jealous people are the same today. Their end is as it should be. No one trusts them after a while.

Seymour Poe, addressing the recent 20th-Fox stockholders' meeting, said that more than 97 per cent of the exhibitors playing "CLEOPATRA" have done well enough to get back their initial guarantees. If less than three per cent have not done well with the picture, it figures to be one of the really big grossers in the history of the motion picture business. The smart boys were quick to write it off, but again, the public has the last word. Good pictures will do business despite critical wisecracks. Critical bouquets won't help a picture that the public just doesn't want. It's been that way ever since the movies were in knee pants, and it will stay that way.

Disraeli knew what he was talking about when he said, "It is much easier to be critical than correct."

In the long run, only the public is correct.

## AN EDITORIAL POT-POURRI

**H**ERE NOW ARE A FEW disassociated editorial thoughts passed along for whatever they are worth.

In Philadelphia, nearly everybody reads the Bulletin (that's a slogan, and it's pretty accurate). However, on Sunday, May 24, the amusement page of this popular publication carried as wild a statement as we've ever seen. The slogan could well be changed to this: "In Philadelphia, nearly everybody was misled by the Bulletin." The paper carried some fine stills of upcoming pictures due to break on Memorial Day, along with the following eye-popping copy:

*"Theatre owners traditionally hoard new pictures until a major holiday comes along. The Memorial Day weekend is just such an occasion, and by Friday, at least seven new releases will be playing the first-run houses."*

Don't that take the cake? Come on fellows, stop hoarding those wonderful pictures. It just goes to show what can happen when a reporter who doesn't know what he's talking about has to fill some newspaper space. Someone should tell the Bulletin about the facts of life in the motion picture industry.

Theatremen want and need orderly release. They are the ones that are hurt the most by a release policy that makes seven pictures available for Memorial Day; then nothing until July 4; then nothing until Thanksgiving; then nothing until

Christmas. Feast or famine is the result of distribution's policies, not exhibition's.

Turning to another subject, Mel Koff, Philadelphia exhibitor for many years with a background in film selling, makes an interesting observation. The industry, he says, seems to go along on old established lines and changing policies with great difficulty.

Take for example the theatres playing continuous performances on Sundays during the hot summer months. The public always seems to have something else on its mind on a beautiful summer Sunday, and the movie business suffers. Why not one show for the Sunday matinee and two at night—seems like a sensible suggestion.

Other exhibitors point out the depression that always hits the business in the pre-Christmas weeks. Many theatres, of course, give their staffs their vacations these two weeks and close their doors. Distribution refuses to make anything available for theatre screens during this period so why should theatremen bump their heads against a stone wall. Besides, most employees like this chance to spend time with their families. The idea must have merit. Many theatres have adopted it as a permanent practice.

# "The CHALK GARDEN"

OPENS TO

RECORD

BUSINESS\*

AT THE

RADIO CITY

MUSIC HALL

AND TO

UNANIMOUS

ACCLAIM

FROM THE

NEW YORK

PRESS.



★★★★ — DAILY NEWS

An unusual and moving  
experience. It's a joy.

— WORLD TELEGRAM

An engrossing human drama  
spiced with suspense,  
sparked with humor and  
distinguished by excellent  
performances.

— HERALD TRIBUNE

This story is beautifully set  
up, clearly and suspensefully  
narrated and acted. It touches  
your heart and feelings.

— NEW YORK POST

An absorbing picture. It  
has the benefit of fine  
craftsmanship on every  
count.

— JOURNAL AMERICAN

**DEBORAH KERR**

**HAYLEY MILLS · JOHN MILLS**

III ROSS HUNTER'S PRODUCTION OF THE BROADWAY AND LONDON STAGE SUCCESS...

# "The CHALK GARDEN

TECHNICOLOR®

co-starring EDITH EVANS · FELIX AYLMER · ELIZABETH SELLARS

Screenplay by JOHN MICHAEL HAYES · Directed by RONALD NEAME · Produced by ROSS HUNTER

A Quota Rentals Ltd. Picture A UNIVERSAL RELEASE

\*

BIGGEST MAY OPENING IN THE 32-YEAR HISTORY OF THE RADIO CITY MUSIC HALL

# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A nine-pound daughter was born at Mary Immaculate Hospital, Jamaica, L. I., N. Y., to Mrs. Doris Cohen, wife of Henry Cohen. The child's grandfather is Wolfe Cohen, president, Warner Bros. Pictures International Corporation.

Mr. and Mrs. Emanuel Frisch became grandparents when their daughter, Mrs. Roger F. Bloom, gave birth to a girl at the Jewish Hospital, Brooklyn, N. Y. Emanuel Frisch is treasurer of Randforce Amusement Corporation.

### Obituaries

AARON KNOPF, 48, projectionist, Rialto, Wilmington, Del., died in the Memorial Hospital after a short illness. He was also an electrical contractor and a member of projectionist Local 473, IATSE-MPMO.

MRS. FANNY MARON, 65, mother of MGM roadshow manager Mel Maron, died at the Long Island Jewish Hospital. She is survived by six children and 11 grandchildren.

DUNBAR A. MORROW, who had been stage manager of the downtown Florida, Jacksonville, since the theatre's opening in 1927, died after a lengthy illness. He was awarded an IATSE 50-year gold lifetime membership card several years ago and had been a local stagehand in the pre-World War One days. He is survived by his widow, two sisters, and several nephews and nieces.

ANTHONY MUTO, 60, former assistant to Will Hays, Washington head of Movietone News and 20th Century-Fox producer, died at Washington Hospital Center. He was a former newspaperman. Surviving are his wife and two brothers.

CLARKE ALAIRE SANFORD, 85, publisher of a Margaretville, N. Y., newspaper, died in the Margaretville Hospital. He built the Catskill's first motion picture theatre in 1922. He is survived by a son, Roswell R. Sanford, who will continue the operation of the Gallucurci Theatre, Margaretville, N. Y.; three daughters; and 14 grandchildren.

### Rowley, Armstrong To Speak

VIRGINIA BEACH, VA.—Syd Gates, Norfolk exhibitor, general chairman of the 30th annual V.M.P.T.A. convention scheduled at the Cavalier here July 20-22, announced that both John H. Rowley, president of TOA, and Jack Armstrong, president of Allied, are coming to the convention to appear at the July 21 business session. Gates stated that he believes this is the first appearance of the two association presidents at any state convention.

Arrangements have also been completed to play the seventh annual golf tournament on two separate courses, the Cavalier Country Club on Tuesday and Bow Creek on Wednesday. Both courses are at Virginia Beach.

### WB's Robinson Retires

NEW YORK—H. L. Robinson, Sr., will retire from Warner Bros. on June 13 after more than 34 years of service in the company's theatre and distribution departments.

FORMS FOR THIS PAGE CLOSED AT 5 P.M. ON MON., JUNE 1



## BROADWAY GROSSES

### Memorial Day Booster

NEW YORK—Helped considerably by the Memorial Day week-end and the arrival of some new attractions, the Broadway first-runs showed improvement. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"THE LONGEST DAY" (20th-Fox). Paramount, playing this one week only on an exclusive engagement prior to other houses, did \$19,000.

"THE CHALK GARDEN" (U). Radio City Music Hall, with usual state show, garnered \$117,100 for Thursday through Sunday, with \$180,000 indicated for the second week.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille, with the start of continuous performances, did \$23,000 on the 10th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama reported \$16,667 on the 28th week.

"BECKET" (Paramount). Loew's State announced that the 12th week was \$21,000.

"THE PINK PANTHER" (UA). Astor opened its Showcase run to \$14,000.

"THE BRIDGE ON THE RIVER KWAI" (Columbia). Victoria claimed \$18,500 for the first Showcase week.

"WHAT A WAY TO GO" (20th-Fox). Criterion stated the third week was \$40,000.

"CLEOPATRA" (20th-Fox). Rivoli did \$14,000 on the 51st week.

"A DISTANT TRUMPET" (WB). RKO Palace claimed \$13,000 for the first Showcase week.

### U To Sell Pay-TV

NEW HAVEN—As a result of settlement of RKO General's suit against Universal in U. S. District Court here, the film company will supply Zenith Phonevision with product for its Hartford pay-tv experiment. The case against 20th-Fox over refusal to supply features is still on the calendar.

### Theatre Hall Of Fame Formed As New Corp.

ALBANY—Actors and actresses in motion pictures and television will be eligible for election to "The American Theatre Hall of Fame," which filed a certificate with the Secretary of State as a non-profit membership corporation.

"Hall of Fame," to be sponsored by American Academy of Dramatic Arts, will honor the memories "of outstanding contributors to all areas of the American theatre, including such related performing arts as motion pictures and television," the certificate set forth.

An "appropriate place or center" to commemorate outstanding contributors to the American theatre will be established.

Corporation likewise is authorized "to produce or license for production, via television, radio, magazines, books, news media, films, motion pictures, recordings, and any other form of communication service, for the presentation of the ceremonies, activities, and other incidents of the American Theatre Hall of Fame."

In order to "embellish the traditions of the American theatre" a "reference depository in library form, accessible to members and others, which will depict past accomplishments, through the media of pictures, playbills, photographs, recordings, tapes, and other historical material," is to be created.

American Theatre Hall of Fame, Inc., shall give to American Academy of Dramatic Arts, by way of donations, grants, or otherwise, "any and all of the corporation's net earnings which shall result from the corporation's authorized activities, including the sale of rights, in any form, to its exhibitions, ceremonies, or other activities."

Five trustees signed the incorporation papers, Worthington Minor, Frances Fuller, Warren Caro, John F. Wharton, and Gordon A. Rust, all living in New York.



Seen on the dais at United Artists' annual progress report press conference in New York City were, left to right, vice-president Bill Heineman; executive vice-president Arnold M. Picker; president Arthur B. Krim; board chairman Robert Benjamin; and UA-Television president John Sinn.

# Rowley Sees Spirit Of Optimism

## TOA Head Renews Plea For Mediation, Code Of Ethics; Cites Upsurge In Grosses, Production

DENVER—John H. Rowley, president, Theatre Owners of America, told Colorado showmen here that he had noted a definite spirit of optimism among exhibitors during his first six months as president of TOA. Addressing the Rocky Mountain Motion Picture Association, Rowley said he had observed the upbeat atmosphere in his visits with various exhibitor groups and that he was "encouraged."

"That doesn't mean we can sit back and say figuratively, 'everything is fine. Let's relax.' On the contrary, we must constantly try to make this a better industry and be of service to our members."

Rowley said he based his own optimism on gross figures he had seen, which appeared to reflect the public's reawakening to the fact that motion pictures are their best entertainment. He asserted that the outlook for the industry as a whole looked "mighty promising." He cited increased revenue of the member companies of the Motion Picture Association in 1963, approximately five per cent over 1962, and said he had been told that preliminary reports for the first three months of 1964 showed an even greater increase than the improvement of last year.

From a product standpoint, Rowley said there was a promise of more pictures and, although the increase appeared to be more speculative than confirmed, there were signs that there would not be quite the dearth of the last few years. He also pointed out that new theatres were being constructed and many modernized.

While outward appearances look good, Rowley said, there is much to be done internally in order to achieve, retain, and improve intra-industry harmony.

"We have, as you very well know," Rowley said, "certain ailments that are retarding good business health. A healthy individual often is healthy because he follows certain rules of physical fitness and goes to an M.D. for periodic checkups. TOA is dedicated to developing rules for business physical fitness and we are making progress. Call us a doctor, if you wish. But a doctor, in trying to diagnose a difficult case, frequently calls in a consultant in order to prescribe the right treatment. In the past, we have consulted with the distributors in an effort to relieve some of our pains. Doctor Distributor has not always been very helpful."

Reiterating his suggestion for a mediation formula and an industry code of ethics, which he made earlier in the week at the convention of Motion Picture Exhibitors of Florida at Crystal River, Rowley again stressed the need for "rules of the game" and said that a voluntary code could go a long way forward improving business and allowing more time to the job of building patronage.

Rowley reviewed the recent talks with executives of six distributing companies, resulting in agreements to discontinue blind bidding provided other companies did likewise. He also urged the Colorado showmen to support the Citizens Committee for Free TV in California, warning that if pay tv got a foothold in California, it would spread to all other states.

Rowley urged the exhibitors at the meet-



In attendance at the 14th annual convention of Motion Picture Exhibitors of Florida held recently at the Fort Paradise Hotel, Crystal River, Fla., were, left to right, J. H. "Tommy" Thompson, president, MPTO of Georgia, Hawkinsville, Ga.; Sam Galanty, Columbia, New York; Carl Floyd, Floyd Theatres, Leesburg, Fla.; and Ed McLaughlin, Columbia, Jacksonville, Fla.

## San Francisco Festival Changes Ground Rules

SAN FRANCISCO—Major changes in the organization and management of the annual San Francisco International Film Festival were announced by its board of directors, headed by Harold L. Zellerbach, president, and Irving M. Levin, Festival director.

They include a projected budget of \$100,000 for the eighth annual Festival, to be held here Oct. 14-27; the use of the 1,250-seat Coronet, instead of the much smaller Metro, which housed the Festival for its first seven years; the enlargement of the board from a working group of six members to a group of 26 prominent citizens of San Francisco.

Patrons will be sought who will contribute \$150 and will attend the Festival's premiere (formerly an invitational affair), its Gala Awards Dinner and Ball, and receive five sets of tickets. Sponsors at \$100 will also attend the premiere and receive five sets of tickets for any other performance.

Festival director Levin will leave San Francisco on June 5 on a round-the-world trip to scout films for the Festival, attending festivals in Taipei (Formosa), Berlin, and Karlovy-Vary (Czechoslovakia).

ing to show the National Anthem trailer, available from National Screen Service. He said TOA had assured Paul B. Fay, the Under Secretary of the Navy, of its desire to be of service and that theatres always had supported patriotic programs.

The TOA president reviewed current problems, the legislative front, the need for a favorable decision in the Viking case, and brought the Colorado showmen up to date on the status of discussions with Allied States Association in regard to the formation of a new national exhibitor association.

"It is so important to have a strong local or regional organization tied in with a national association," Rowley said. "Local legislative and industry problems can be met and handled by a strong local group. But basic matters of national importance can only be handled effectively by a national association and it is the duty of every exhibitor to support both."

## Theatre Operations Aid NGC Increased Earnings

LOS ANGELES—Net income of National General Corp., after provision for federal income tax computed without consideration of operating loss carry-forward and excluding capital gains, for the 26 weeks ended March 24, increased 86 per cent, totaling \$1,088,437 or 30 cents a share, on 3,592,523 common shares outstanding, it was announced by Eugene V. Klein, president and chairman. This compares with similarly computed net income of \$586,295, or 17 cents a share on 3,445,897 shares for the like period last year, Klein noted.

Gross income rose to \$31,067,425 from \$23,433,200 in the comparable period a year ago.

Increased earnings and gross income, noted Klein, resulted primarily from continued improvement in theatre operations and from the inclusion of the Mission Pak subsidiary, a leading Los Angeles-based packager of processed and fresh fruit and confections. Income of Mission Pak was not included in the year-ago statement as this company was acquired in August of 1963.

Klein pointed out that NGC stockholders will vote at a special meeting June 22 on the proposed offer by NGC to acquire the 894,196 outstanding shares of guarantee stock of Columbia Savings & Loan Association for newly issued NGC debentures and common stock warrants.

The company's directors recently voted a three-cent-a-share quarterly cash dividend on the common stock as the start of a regular quarterly dividend policy, payable June 1 to stockholders of record May 15, 1964.

## Allerhand Joins F & A

NEW YORK—Lou Allerhand has assumed his new affiliation with F & A Theatres. Allerhand has held important positions in all branches of the industry. For many years, has been New York branch manager for MGM. Most recently, he occupied the post of head buyer and booker with the Island Theatre Circuit.

His new position will entail the film buying and booking for F & A, as well as Triple A Theatres and the Empire Circuit. Among the theatres in the group are the Carnegie Hall Cinema, New York City; Palace Cinerama, Cleveland; Scarsdale Plaza; the now under construction Cinema 10, Succussanna, N. J.; newly opened Riverdale Cinema; Allerton and Devon, Bronx.

## COMPO Meet Postponed

NEW YORK—The meeting of the COMPO executive committee, originally scheduled for June 18, has been postponed to a date yet to be decided upon, it was revealed by Charles E. McCarthy, COMPO executive vice-president.

## MGM Quarterly Dividend

NEW YORK—The board of directors of Metro-Goldwyn-Mayer, Inc., declared a quarterly dividend of 37½ cents per share on the outstanding stock of Metro-Goldwyn-Mayer, Inc., to be paid on July 15 to stockholders of record on June 19.

## U. S.-Russian Discussions Map Film Exchange Policy

NEW YORK—The U.S.-U.S.S.R. standing committee on motion pictures met in Moscow under the provisions of the agreement between the United States and the Soviet Union on scientific, technical, educational, cultural and other exchanges. These are the highlights of the committee's meeting:

As in the past all sales and purchases are to be negotiated directly between U.S. film companies and Sovexportfilm, but it is understood there are to be no fixed limits on prices or on the number of films to be bought and sold. Prices are to be determined through commercial negotiation on the basis of the artistic merit and acceptability of the films.

Sovexportfilm will make prints available for screenings in New York either to individual companies, or to all interested U.S. distributors through the Motion Picture Export Association of America.

Proposals may be considered not only for co-production but for other possibilities in the field of production, such as (a) location shooting in both countries, and (b) the employment of Soviet performers in U.S. productions and of American performers in Soviet films. American producers interested in such activities should inquire of the All-Union State Committee for Cinematography, and give as complete information as possible on the proposal.

Subject to completion of arrangements, premieres of a Soviet film will be held in Washington and New York, and premieres of an American film will be held in Moscow and Leningrad, during the fall.

A delegation of Soviet motion picture technicians will visit the United States in June for three weeks. Plans are to be made for an American delegation to visit the Soviet Union in the latter part of this year.

Consideration is being given to the holding of a Soviet Film Week in New York and of an American Film Week in Moscow, during the coming fall or winter.

## Appeal On Goldwyn Award

WASHINGTON, D. C.—20th Century-Fox, Fox West Coast Theatres, Fox West Coast Agency, and National Theatres asked the U. S. Supreme Court to review a decision of a California Federal Court, upheld by the Court of Appeals, awarding Samuel Goldwyn triple damages of \$466,506 in an action brought by Goldwyn charging conspiracy to hold down rentals on seven Goldwyn films.

The appeal for review was largely on the technical grounds of whether the statute of limitations should be suspended because the allegations were part of the Government's charges in the Paramount case. The lower courts permitted use of a three-year statute of limitations under California law, rather than a one-year statute. Goldwyn had sued on the basis of 27 films, distributed over a 13-year period starting in 1937. The suit was filed in 1950. Only two of the films were distributed within the one-year statute the defendants claim should apply.

## Youngstein-Colbert Pact

HOLLYWOOD—Columbia Pictures and Max Youngstein Productions have closed a long-term deal with Stanley Colbert Productions calling for Colbert to produce features under the aegis of Youngstein's company as well as independently for the studio, it was announced by M. J. Frankovich, Columbia first vice-president in charge of global production.

# UA Exceeds Record First Quarter; '64 Gross May Reach \$150 Million

## Hyman Meeting Distributions In "Orderly Release" Fight

NEW YORK—Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, began a series of meetings this week with the general sales managers and advertising-publicity heads of the major distribution companies.

The conferences are preparation for the eighth consecutive fall-winter orderly distribution book, which Hyman will release in September to the three thousand exhibitors in the United States and Canada who have endorsed his efforts toward a more even flow of quality product throughout the year.

It is expected that the book will list the pictures which are to be available to theatres from September of 1964 through April of 1965. Emphasis will be given to the September-October period and the April-May period, last of the so-called "orphan periods" which Hyman hopes to improve for a more balanced business potential.

## U's McCarthy At Dedication

LEXINGTON, Va.—Frank McCarthy, producer at Universal Pictures, as a trustee of the George C. Marshall Research Foundation, attended the special ceremony dedicating the George C. Marshall Library at the Virginia Military Institute here.

McCarthy, Brigadier General in the Army reserve, served as secretary of General Marshall's staff during World War II. At the dedication ceremony, attended by Presidents Johnson, Eisenhower, Truman and 1200 other distinguished guests, McCarthy escorted General Marshall's widow.

McCarthy is currently preparing two films at Universal, "More Than Welcome" and "Nervous in the Service."

NEW YORK—Robert Benjamin, chairman of the board of United Artists, and Arthur Krim, president, told a press conference at the Hampshire Club that the company first quarter record earnings after taxes of \$2,078,000 are expected to be exceeded in the second, giving UA its greatest year.

In a progress report, Krim stated that the first seven weeks worldwide theatrical gross for the second quarter was \$16,594,000, compared with \$11,523,000 for a similar first-quarter period. Comparison with 1963 was \$9,321,000 for the seven weeks.

If the eighth week just closed were included for revenue from theatres, the 1964 second quarter would still be better, Krim said.

With \$35,000,000 expected from television, plus \$7,500,000 from the ABC-TV feature deal and revenue from the records division, the 1964 gross for UA is projected in the neighborhood of \$150 million dollars.

Per share earnings in the first quarter this year were \$1.10, compared with 31 cents in the 1963 period.

As for the balance of the 1964 schedule, fourteen top films are completed and ready for release, including "The Greatest Story Ever Told," which will be premiered in December in London, New York, and Los Angeles either in three-strip or single-lens Cinerama.

The press conference was held prior to the June 9 stockholders' meeting.

## Col. Int. Ups Cantor

NEW YORK — Francis Cantor, 12-year career man with Columbia Pictures International, has been promoted to the post of continental sales manager, it has been announced by executive vice-president Moe Rothman. Cantor will thus have the top sales position on the Paris headquarters staff of Marion Jordan, vice-president and continental manager.



# Embassy Joins Publishers, McCall's In \$200,000 Literary Talent Hunt

NEW YORK — A literary talent search, keyed to an unprecedented \$200,000 Novel Award Program, will be launched this July 1 by G. P. Putnam's Sons, McCall's magazine, Fawcett World Library, and Embassy Pictures Corporation.

The four sponsoring organizations will jointly guarantee \$200,000, minimum, to the author of a manuscript of an original novel, in the English language, chosen as the best from among those submitted in accordance with the rules of the Awards Program. Magazine serialization, original book publication, paperback reprint publication, and motion picture rights will be involved in the overall award.

Details of the program, constituting the first coordinated effort among major publishers and a motion picture company to encourage literary talent, were announced at a press conference.

Representing G. P. Putnam's Sons was its president, Walter J. Minton. From McCall's magazine was John Mack Carter, editor and vice-president. From Fawcett Publications, Inc., was Ralph Daigh, vice-president. From Embassy Pictures was Joseph E. Levine, president.

The sponsors guaranteed to the author of the chosen manuscript:

1. First serial publication in McCall's magazine.
2. Original book publication by G. P. Putnam's Sons.
3. Paperback reprint publication by Fawcett World Library.
4. A motion picture adaptation produced by Embassy Pictures.

The author of the Award Novel will receive \$200,000 as the minimum guarantee, representing an outright payment for worldwide motion picture and serial rights as well as advances against earnings from book publication rights.

Earnings beyond the initial \$200,000 payment will be paid to the author semi-annually, following initial book publication of the Award Novel.

The sponsors reserve the right to accept for publication or film production any non-award manuscript submitted, on terms to be negotiated.

All manuscripts submitted are to be free and available for such consideration, and not under option elsewhere.

Anyone is eligible for the Novel Award Program, whether or not the author has previously had works published. There is no restriction on subject matter or locale. Minimum manuscript length is 60,000 words. The Awards Program will extend from July 1, 1964, through July 1, 1965. Announcement of the selection of the Novel Award will be made before the end of 1965.

On behalf of Embassy Pictures, Levine declared, "We at Embassy Pictures are delighted to participate in this bold and far-reaching program to stimulate new literary material for book and motion picture presentation. We feel that the motion picture industry and the cultural climate generally will benefit from this type of creative stimulation. This joint effort should result in the promulgation of material to enrich the motion picture screens of the world."

## 20th-Fox Air-Lifting Press Reps To Europe

NEW YORK—Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation, announced that 20th-Fox would hold a junket to dramatize its return to prosperity and front-line activity, air-lifting some 132 members of the press to Europe for a week beginning June 7.

Location sites and sets of three of the six company roadshows now in production will be visited, "The Agony and The Ecstasy" in Italy; "The Sound of Music" in Germany; and "Those Magnificent Men In Their Flying Machines" in London.

## Producer Herman Cohen Reveals Production Plans

HOLLYWOOD—Producer Herman Cohen plans on making six productions during 1964-65, three of them here in Hollywood and three in London. The six productions will cost more than five million dollars. Distribution is under negotiation on an individual picture basis, and it is expected that two of the releases will be through major companies.

Cohen's first will be his original exploitation story, "Blanket Party," to be made in Hollywood in Techniscope and Technicolor. "Blanket Party" is set to go on or about July 20 at Producers Studio.

This will be followed by a suspense-horror picture, "The Haunted Jungle," to be filmed in Hollywood in Techniscope and Technicolor.

The Third Hollywood production will be the most costly picture on the schedule with a budget of two million dollars. It is titled "Scorpio," and will be made in Panavision and Eastman Color, with extensive exterior shooting in Florida and Jamaica.

The three English productions will be "Circus Of Terror," in Techniscope and Technicolor; "Murder In The Night," and "Pit Of Darkness."

## Meetings To Continue On Subsidy Proposal

NEW YORK—With Attorney General Robert Kennedy having given informal approval to the COMPO Production Plan, subject to its further development, and with committees working strenuously, the all-industry steering committee is to meet here this month.

This meeting will hear reports from subcommittees which were appointed at an earlier meeting in May.

It is believed the plan will set up a corporation or two to collect and administer needed funds for production which would be obtained through a small addition to the box-office ticket.

There is a basic industry understanding that the plan is desirable to finance new producers who are qualified, and to develop new talent.

It is up to the Government to make the levy provision tax exempt; it is also believed that the plan will require special legislation and Department of Justice approval.

## Col. Ups Setton, Graf

NEW YORK—M. J. Frankovich, first vice-president of Columbia Pictures, announced the appointment of Maxwell Setton a managing director of Columbia (British) Productions, Ltd.

At the same time, Frankovich, who is in charge of Columbia's global production, named William N. Graf, based in London, as his executive assistant for international productions.

Setton will assume primary responsibility for setting up British and Continental productions, while Graf will supervise these projects during the production phase and also work with American producers who come to Europe.

## N. Y. WOMPI Agenda Set

NEW YORK—Ned Depinet, veteran motion picture industry executive and president of the Will Rogers Memorial Hospital, will be the guest speaker at the fourth annual installation dinner of the Women of the Motion Picture Industry of New York at the Tavern on the Green on June 17.

Hilda Frishman, New York WOMPI president, also reported that Irving Dollinger, Triangle Theatre Service, will be master of ceremonies at the event. Other notable guests will include syndicated columnist Earl Wilson, film and tv actor Ken Mooney, Mrs. Margaret Twyman, MPA's community relations department, and top industry executives.



Columbia Pictures field exploiters convened recently at a New York session to discuss the company's upcoming product. From left to right sitting are Jack Berwick, Los Angeles; Milt Young, Philadelphia; Bill Lewis, Dallas; Harold Danziger, New York; Roger Caras, New York; Sid Zins, Washington; Jerry Berry, New York; Ray Nemo, Cincinnati; and Hal Perlman, Chicago; standing left to right, John Markle, Boston; Bob Cooper, New York; Allan Nathan, New York; Nick Langston, Toronto; Sam Siegel, San Francisco; Joella Cohen, New York; Max Gurman, Detroit; Barry Lorie, Denver; John Thompson, New York; and Hal Sloane, New York.

# Movie Attendance Down In Holland; Receipts Up As Ticket Prices Rise

WASHINGTON—Movie attendance in the Netherlands in 1963 was 43,100,000, about 10 per cent less than in 1962, the Scientific, Photographic, and Business Equipment Division, Business and Defense Services Administration, U. S. Department of Commerce, reported.

According to the annual report of the Netherlands Motion Picture Association, the principal reason for the decline was television. The Netherlands now has about 1,500,000 television sets, about 25 per cent more than the 1962 figure, and about one set for every two houses. A second television channel will be inaugurated soon, and another television island, operating off the coast of the Netherlands, will start in September, 1964. Undoubtedly, these two additional television outlets will further affect attendance at Dutch movie theatres.

Gross receipts at motion picture theatres in 1963 totaled 74,432,000 guilders (\$20,540,000), slightly higher than the 1962 total of 72,770,000 guilders (\$20,085,000). The increase in receipts is attributable to the increase in theatre ticket prices and the increasing number of so-called "super" films being shown at advanced prices. In 1963, United States films accounted for about 44 per cent of the net receipts at Netherlands theatres, and about 42 per cent of the films shown. At the end of 1963, there were 552 theatres in the Netherlands, 10 fewer than were reported a year ago. Total seating capacity amounted to 260,600, about 4,000 less than at the end of 1962.

Five feature films were produced in the Netherlands in 1963, compared to three in 1962. At the end of 1963, one feature film was in production and three others were in the preparatory stage, indicating that 1964 will be a good year for the Dutch film producers. The Netherlands Government again increased its subsidy to the production fund, from 425,000 guilders (\$117,000) in 1963 to 725,000 guilders (\$200,000) for 1964. The Netherlands Motion Picture Association hopes that this greater subsidy will encourage Dutch producers to complete more domestic feature films.

In 1963, a total of 385 feature films were imported into the Netherlands compared to 396 in 1962. Of the 1963 imports, 118 were United States films, 72 French, 64 Italian, 73 British, 29 West German, with 29 coming from other countries. Imports from the United States in 1962 amounted to 113 feature films.

## Para. Names McSorley

NEW YORK—Lars McSorley has been appointed assistant publicity manager of Paramount Pictures, according to an announcement made by Hy Hollinger, publicity manager.

McSorley, who has been with Paramount since March working with the special unit on Samuel Bronston's "The Fall of the Roman Empire," joined Paramount from Samuel Bronston Productions where he was New York press representative. Previously, McSorley served as eastern publicity manager and foreign publicity manager for Allied Artists. He entered the industry as a publicist with Italian Films Export and other film organizations.



Russell V. Downing, president, New York's Radio City Music Hall, left, was honored with a scroll recently citing his assistance to the American Red Cross. Presenting the expression of appreciation is William White, chairman of the organization's national convention.

## General Cinema To SEC

NEW YORK—The American Stock Exchange has okayed the listing of General Cinema Corporation (formerly General Drive-In) and the application is before SEC. It is expected that the stock, which has been traded over the counter, will go on ASE in about two weeks.

## Detroit Film Festival From Dream To Reality

DETROIT—For many years before she retired from the Detroit Free Press, Helen Bower, than whom movies have no greater devotee, wrote many articles urging a film festival here. Now her dream will be realized. By a sad quirk of fate, she may never know about it. She has lain in a state of coma since being struck by an automobile.

Woodrow R. Praught made the announcement of Detroit's first film festival in history, and an international one at that.

It begins June 10 with a different bill each day and will last one week. All programs will consist of highest quality features and shorts, each one a winner at a film festival abroad. Excepting one, they are foreign-made. A few have been shown at Lincoln Center, New York City, but none will go into general release until conclusion of the Detroit International Film Festival.

Carleton Productions of New York City distributes the film package.

The programs to be shown are "White Shiek" (Italian) with shorts "Villa Mon Reve" and "Devi" (Indian); "Goya" (Spanish) and "Tender Game" (English) — both features; "Vittelloni" (Italian) with short "Children Adrift"; "The Exiles" and "On the Bowery" (both American features); "Fires on the Plain" (Japanese) with short "Moonbird"; "Chronicle of a Summer" (French) with shorts "Pladina" and "Rain"; and "Taiga" (German) with short "Indian Summer."

Each of these won an award at film festivals in Cannes, Locarno, Vancouver, Venice, Mannheim, Edinburgh, or London.



The  
Swingin'est  
young peoples  
picture  
of the  
year!!!

AND IT'S  
THE SWINGIN'EST  
SUMMER  
ATTRACTION!



FOR  
WHY

TECHNICO  
TECHNISCO



THE  
FINES  
OF  
THE

**JAMES DARREN**

**PAMELA TIFFIN**

**PAUL LYNDE**

CO-STARRING

**TINA LOUISE**

**NANCY SINATRA**

**BOB DENVER**

**CLAUDIA MARTIN**

INTRODUCING

**WOODY WOODBURY**

Screenplay by **JAMES O'HANLON**  
& **GEORGE O'HANLON** and **DAN BEAUMONT**  
Story by **DAN BEAUMONT** Directed by **LESLIE H. MARTINSON**  
Produced by **HUGH BENSON** Executive Producer **HOWARD W. KOCH**

A SCHENCK-KOCH Production



# Cinemotion Bow Sparks NSS Meet; Emphasis Placed On Showmanship

NEW YORK — National Screen Service branch managers from 19 cities returned to their offices following a three-day sales meeting at the City Squire Hotel here.

Melvin L. Gold, general sales manager, touched off enthusiasm and optimism with a premiere of Cinemation and the company's merchandising plan for the revolutionary new displays. Cinemation is a process that combines use of a polarized light wheel with polarized materials developed after nine months of research and experimentation. The managers were taken on a tour of the new plant which has been equipped to begin regular Cinemation service to theatres on June 10. They saw intricate hand operations which each display requires for animation, and the machinery and tools which are necessary to create the displays. They also inspected new processing and drying machines recently installed by the company to speed up production and several new showmanship devices NSS is developing.

Burton E. Robbins, president, introduced Gold, crediting him with the personal initiative and drive that has resulted in the dynamic resurgence of showmanship during the nine months since the new management assumed control.

Gold announced the results of the recent Burton E. Robbins president's sales drive and awarded gifts to the following winners: Irving Marcus, Pittsburgh; Fred Weimar, Los Angeles; Milton Feinberg, Chicago; and Robert Simril, Charlotte.

He accorded special emphasis to the marketing of Cinemation. He declared that in the search for new showmanship aids, the new NSS was dedicated to continual trial and experimentation to develop new devices that would help exhibitors rid their theatres of archaic showmanship methods in the unending fight for increased attendance and profits. He compared the cost of Cinemation and standard NSS displays with much higher costs paid for displays used by commercial firms.

He reminded those present of the ready acceptance of exhibitors to the use of mobiles and adhesives; the Scotsal and Masonite Re-



Melvin L. Gold, left, general sales manager, National Screen Service, which developed the new theatre display process "Cinemation," is seen with Ivan Clavet, the company's Detroit branch managers, at a recent unveiling of the process.

flecta Signs for drive-ins; the Program Pennant Streamers; the deluxe line of Refreshment Trailers and Go-to-Church Trailers which were made available during the past nine months. He told them of the new showmanship aids still in the process of development and promised the managers there would be many more innovations ready for marketing in the months ahead.

Attending the meetings from NSS branches were the following managers:

Charles Lester, Atlanta; A. Joseph Rossi, Boston; Robert Simril, Charlotte; Milton Feinberg, Chicago; William Bein, Cincinnati; Paul Short, Dallas; Jack Lustig, Denver; Ivan Clavet, Detroit; Jack Winningham, Kansas City; Fred Weimar, Los Angeles; Paul Ayotte, Minneapolis; J. Louis Boyer, New Orleans; Julie Fine, New York; Stanley Goldberg, Philadelphia; Irving Marcus, Pittsburgh; Al Rothschild, St. Louis; Ray Richman, San Francisco; Kenneth Friedman, Seattle; and Ben Ashe, Hollywood studio.



Branch managers and home office executives are seen in attendance at the recent sales meeting of National Screen Service at the City Squire Hotel, New York City, as directors defined the company's new showmanship image, "Cinemation," which provides polarized light on prefabricated displays.

## La.-Miss. Convention Set; O'Rear, Martin To Speak

BILOXI, MISS—Richard O'Rear, Kansas City, chairman of the recent Show-A-Rama and president of Commonwealth Theatres, Inc., and E. D. Martin, Columbus, Ga., president of Martin Theatres, one of the largest circuits in the south and past president of Theatre Owners of America, will be the principal speaker at the joint three-day convention of Louisiana Theatre Owners Association and Mississippi Theatre Owners Association, scheduled to be held at the Broadwater Beach Hotel, Biloxi, Miss., on Sunday, Monday, and Tuesday, June 14-15-16.

The announcement was made by T. G. Solomon, president of Gulf States Theatres, home based in McComb, Miss., at a meeting of the convention committees of both exhibitor organizations, headed by their presidents, Charles Bazzell, Louisiana, and Stanley Taylor, of Mississippi.

O'Rear will be the keynote speaker at Monday's luncheon and Martin will address the gathering at Tuesday's luncheon. Registration will get underway on Sunday noon, and in the evening a "welcome" cocktail party will be held. Other activities on the social agenda will be a cocktail hour followed by a seafood dinner on Monday night. A dance is slated to bring the day's festivities to a close. The traditional banquet on Tuesday night in the Grand Ballroom of the Broadwater Beach Hotel will conclude the convention.

Daytime social activities will include a golf tournament, a gin rummy tournament for the men, and Bingo games for the ladies.

C. Clare Woods, president, United Theatres of New Orleans, and chairman of the committee in charge of making arrangements for prizes, told of the great number of gifts secured to be presented to the winners of the aforementioned contests. There will also be luncheon door prizes.

## Tuxedo, Brooklyn, Razed

BROOKLYN, N. Y.—The Tuxedo, Brooklyn, was scheduled to be torn down on June 1 to make room for the completion of Trump Village, giant new middle income housing development in the Brighton-Coney Island section of Brooklyn. The Tuxedo has been operated for more than two years by Sam Horwitz.

Horwitz is vice-president of Associated Motion Picture Advertisers, on board of ITOA, member of Cinema Lodge of Bnai Brith, Variety Club, and Motion Picture Pioneers.

## Movielab Elects Execs

NEW YORK—Saul Jeffee, president and chairman of the board, Movielab, Inc. (ASE), announced the election of Daniel S. Eisenberg, formerly treasurer, as vice-president of finance and administration. He will continue as a member of the company's board. Morris H. Haber, formerly a partner in the firm of Joseph D. Blau & Co., certified public accountants, has been elected treasurer to succeed Eisenberg.

## UA Appoints Reuter

BUFFALO—James R. Velde, United Artists vice-president, has announced the appointment of Kenneth Reuter as the company's new branch manager in Buffalo.



**Sharp**



**Unsharp**

**And, it's the same with films.** Audiences like them crisp, clear—easy on the eyes, pleasant to watch. That's why it pays to shoot on the finest negative materials and to follow through with the finest print-stock. In a word, GO EASTMAN ALL THE WAY—for both your negatives and prints. For the purchase of film, technical queries, and service, write or phone . . . Motion Picture Products Sales Department, **EASTMAN KODAK COMPANY, Rochester, N.Y. 14650**, or the regional sales divisions, 200 Park Avenue, New York, N.Y.; 130 East Randolph Drive, Chicago, Ill.; 6706 Santa Monica Boulevard, Hollywood, Calif.



# The NEW YORK Scene

By Mel Konecoff

MAX E. YOUNGSTEIN, producer, was in town to confer with Columbia home office executives on the forthcoming release of "Fail-Safe," which will make its bow in 100 key cities around Oct. 15. Part of the campaign will refer to the 2½ million books that have been sold to date, and there will be a motion picture edition of the famous book out shortly as well. By the way, the Columbia board, whose company will release the film, has directed that the hyphen between "Fail" and "Safe" be eliminated. As much as is necessary will be spent on the campaign, according to Columbia advertising and publicity vice-president Bob Ferguson.

Youngstein, who gets a piece of the picture plus a producer's fee, will cooperate in the selling, visiting as many key cities as time will allow. He paid \$300,000 for the book. So pleased is he with the way Columbia has handled the project that he has contracted to produce three more pictures for the company, a comedy, "A Cook For Mr. General"; a suspense story, "The Man Who Killed Lincoln"; and an action drama, "Green Beret." He also has commitments for single features with MGM and United Artists.

His future films will be made in the Hollywood studios of Columbia because he feels this is the place to make pictures because of the fine manpower and equipment that is available and because he thinks there is a moral obligation to make films there and keep the industry as busy as possible. Filming abroad was unnecessary, he felt, for the majority of pictures. There is no saving after transportation and other costs are considered. He was surprised that more film-makers did not take advantage of the advances made in process filming.

He made "Fail Safe" in New York because of necessity, one reason being that director Sidney Lumet preferred to work here, and he wanted Lumet. He liked shooting here but felt that turning to Hollywood was easier because of the greater number of technicians and better cooperation by the city government.

**COMBUSTIBLE CORNER:** Yes, Virginia, there is a Eugene Troobnick. What the heck brought that on, we heard the voice in the balcony ask. Well, for sometime, Columbia Pictures has been sending out releases on Troobnick and a picture they will release called "Harvey Middleman, Fireman," which was written and is being directed by Ernest Pintoff, who won an "Oscar" for his short, "The Critic."

We meandered over to the sauna where they were shooting this film, otherwise known as the studio of Elliott, Unger, and Elliott. They have already completed a number of location filmings, and there we found Troobnick reading a tale about firemen to two moppets and a dog. Across the luncheon table, Pintoff and producer Robert L. Lawrence told us that the kids and the dog had no experience but were bearing up like troupers. The schedule calls for eight weeks of shooting, and they hoped to have the film in theatres late in the fall.

Pintoff likes making features, figuring that they are a greater challenge than shorts, and will be seen by more people as well. He hasn't given up on the shorts altogether hoping to turn out a number of these for Columbia by next spring, as well as another feature.

Columbia vice-president Bob Ferguson noted that this project was in keeping with the company's willingness to gamble on talent and to experiment, instead of going only for established properties and people. It is expected to come in for under a million dollars despite the use of Eastman Color. By the way, Troobnick's wife in the film is Arlene Golonka, but, Virginia, we can't attest to there being an Arlene Golonka, as we didn't meet her.

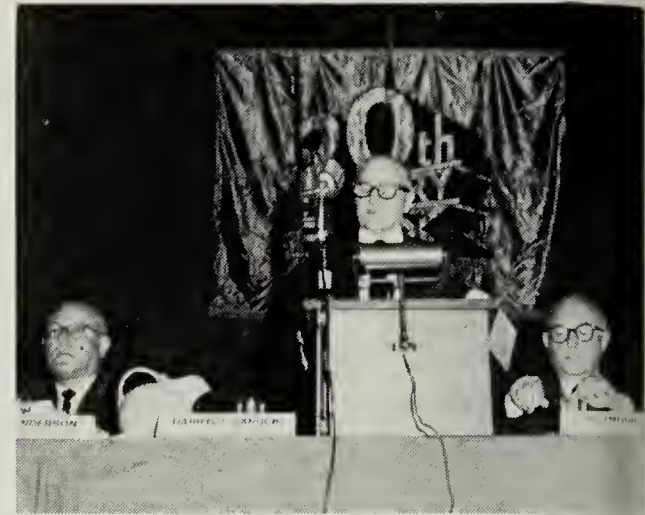
**NEW THEATRE NOTE:** Town And Country Theatres, up-and-coming circuit, opened its latest, a two-theatre operation known as Twin Theatre North and Twin Theatre South, out in Hicksville, Long Island, as part of a huge shopping center. At a pre-opening party attended by what seemed like 75 per cent of the population, the two-fold operation really made an impression with its tasteful yet utilitarian decorations and its up-to-date equipment. The northern end of the huge building is playing "Cleopatra," while the southern extremity is showing "The Servant."

**MY FAIR WARNERS:** Morey "Razz" Goldstein, outspoken vice-president and general sales manager at Warners, was jubilant over the advance reaction to the forthcoming "My Fair Lady," especially the money part. It seems as though he's got \$7,510,000 in guarantees from 31 U. S. theatres, and another \$900,000 from seven Canadian theatres.

New York has accounted for \$1,250,000; L.A. for \$900,000; and Chicago for \$650,000. In N. Y., where two ads appeared in the papers, group sales amount to over \$250,000, with additional boxoffice sales amounting to another \$150,000. It's four times ahead of any other roadshow attraction, and by the time the picture opens on Oct. 21, advance sales are expected to top \$1,250,000 at the Criterion. L.A., with no ads, has about \$200,000 in group sales, and Chicago, with no ads, has \$100,000 tallied.

Goldstein wanted everyone to know that Warners has other pictures ready for exhibitors as well, such as "Robin and the Seven Hoods," which has 1,500 dates for summer playoff; also "Ensign Pulver," which has 1,200 hot weather dates; also "Kisses For My President," for early October; also "Youngblood Hawke," for Thanksgiving; also "Sex and the Single Girl," for Christmas.

**HELLO DERE:** Ugo Tognazzi, one of Italy's leading actors, was here briefly, and we saw him replete with interpreter and various and assorted press agents. The veteran of 65 features liked New York on his initial visit, and he also liked Joe Levine, whom he called "a fine gentlemen." He is returning here to make a film, "The Cat," in September, which Bob Lawrence will produce. Most of it will be filmed on location here with some interiors being done in Rome. They believed that this will be the first real Italo-American co-production to be made in America.



Darryl F. Zanuck, president, 20th Century-Fox, is seen addressing the recent stockholders annual meeting in Town Hall, New York. Donald A. Henderson, vice-president of finance, is on the left, and Seymour Poe, executive vice-president, is on the right.

## All Star To Concentrate On Young Adult Market

HOLLYWOOD—"A concentration on the young adult market will be the policy of All Star Films in its future planning," according to its president, Alex Alexander.

"We expect our first release, "Love—Italian Style," to fall into that category because of its star, the youthful screen sensation, Elke Sommer, and its light comedy content," Alexander continued.

Alexander and his general sales manager, J. R. Grainger, are presently viewing product here with an eye toward the age market of 18 to 30. Veteran film figure Grainger said, "There is no question in my mind but that we must concentrate on the youngsters in planning our program. There are too many success stories to ignore this obvious trend in our business."

"Of course we will not take an any product which is completely juvenile in its theme," Grainger continued. "Rather we are looking for films which do not insult the adult mind yet at the same time are youthful enough in concept to attract the teen-age and young adult ticket buyer," he concluded.

## British Exhib To Speak At TOA Annual Session

CHICAGO—J. D. Richards, past president of Cinematograph Exhibitors Association of Great Britain and Ireland, and a member of its general council and executive committee, will be a principal speaker at the annual convention of Theatre Owners of America here Sept. 29-Oct. 2. This was announced by John H. Rowley, TOA president.

In accepting TOA's invitation to speak at the convention, Richards said he would give a report on conditions and problems facing British exhibitors and describe what they were doing to alleviate them.

Richards, who was CEA president in 1959 and 1960, is exhibitor representative on the Cinematograph Film Council, statutory body advising the government on film industry policies; CEA representative on many joint exhibitor-distributor committees; chief negotiator for CEA with government departments, trade unions, and trade associations, and exhibitor director on the Board of Film Industry Defense Organization, Ltd., and its finance committee chairman.

# LONDON Observations

By Jock MacGregor

SOME YEARS AGO, Britain had two fan weeklies, "Picturegoer" and "Picture Show," with a combined circulation approaching three quarters of a million, and two monthlies, "Photoplay" and "ABC Film Review." Most suffered from tv competition. During one of the industry's many crises, certain companies started curtailing advertising, and others stopped entirely. It was considered unnecessary to pay to preach to the converted, as one publicist said to me at the time. They could not see that such action was going to cut off the source of the information which the converted spread when they talked "films." The weeklies died—from neglect so to speak. "Photoplay" struggled on unashamedly aimed at the teenagers, it has expanded to 72 pages and is strongly backed by non-industry advertisers. "ABC Film Review" has been a hit from the start and is in its 14th year. Selling only in ABC theatres, it has built the largest fan circulation in the country and carries a solid cross section of national advertising, including such campaigns as recruiting for the armed services. All profits go to the ABC Benevolent Fund. The recent Screen Advertising Association survey stressed that moviegoers are voracious for film reviews and news, and in January, Rank started its own monthly, "Showtime," which was an immediate success. Though May was comparatively lean so far as admissions were concerned, sales topped the 200,000 mark. Now Kenneth Winckles has decided to expand the August issue to 48 pages. Admirable as the success of these publications is, it is a pity that they are sold only to actual theatregoers, unlike the defunct weeklies which were on every bookstall in the country. Had more distributors and producers had the foresight to support "Picturegoer," which had more than 300,000 circulation and was seen by nearly 2,000,000 each week, Rank might never have to go to costly job of launching a paper.

One problem in common for the three fan editors would appear to be getting notification of release programs long enough in advance to plan the fullest coverage for pictures at the most appropriate time for impact value. August, I understand, is well dated, but bookings for July have to be finalized. And this makes pretty good nonsense of the claims of independents that the circuits hold up their product for all sorts of reasons other than the one which is usually revealed on release. Actually, British pictures are rolling out on circuit release pretty well in rotation, approximately 12 months after going on the floor. "Night Must Fall," "French Dressing," "Man in the Middle," "Girl with Green Eyes," "Jolly Bad Fellow," and "633 Squadron" are following this pattern. ABC did bring "The Bargee" forward for Whitsun, but on the other hand put back "Crooks in Cloisters," which started in April. UA put "Woman of Straw" out ahead of "Seventh Dawn," presumably to cash in on Sean Connery and space the "James Bond" appearances. "Becket" is being held for summer roadshows. While some of the original backlog which caused last fall's crisis claims remain held up, there appear to be no additions to this group.

MIKE FRANKOVICH took time out from his whirlwind visit to London following the successful Cannes Film Festival screening of "The Pumpkin Eater" to relax with Binnie for an evening at the White Elephant. It was good to see him again and find him as enthusiastic as ever about the industry. While here, he appointed Maxwell Setton managing director of Columbia (British) Pictures and William N. Graf, New Yorker based in London, as his executive assistant for international productions. Max, who was a barrister at law and has had a highly successful career in production, will assume primary responsibility for setting up British and continental productions, while Bill, who joined Columbia in 1946 as secretary and assistant to the late Harry Cohn, will supervise these projects during the production phase and also work with American producers who come to Europe.

THEY ARE RACING against time in three studios to get pictures ready for special dates. Cliff Richards' "Wonderful Life" has a royal premiere at the Empire on July 2, and all departments are cooperating to make it. Walter Shenson has four more days to what is cheerfully anticipated will be the most chaotic night Piccadilly Circus has ever known when The Beatles "A Hard Day's Night" forces a reluctant "Tom Jones" out of the London Pavilion. Editing is taking place nightly at Pinewood, though there are still several more weeks shooting, including a quick location to Switzerland so that the third James Bond, "Goldfinger," can make its fall commitments. . . . Producer Richard Brooks stopped everything at Shepperton Studios and rushed Peter O'Toole, Jack Hawkins, and the "Lord Jim" unit on the train to Plymouth when he learned the three masted top sail-boat, SS Danmark, was there for the inshore regatta before entering the Sail Training Association's Lisbon to Bermuda Race. He shot scenes abroad of Lord Jim as a youngster being trained in seamanship by Marlow, Joseph Conrad's famous narrator. I saw the ship in the tv news, and what a beautiful sight she makes with her square rigging. It was a smart move to cash in on its presence here. . . . And from ships to boats. Four men in a boat in most Northern Scotland. I hear that C. J. Latta finally persuaded Jack Goodlatte, Jim Carreras, and Nat Cohen to join him on a fishing weekend in Invernesshire. . . . Bronston's "Circus World" will open here as "The Magnificent Showman" in Cinerama at the Coliseum on July 16 with a premiere worthy of the bigness of the film. . . . The Stones' Seven Arts production, "Never Put It In Writing," will have its European premiere at ABC's Adelphi, Dublin, on June 4 in aid of the widow and family of the late Irish film critic, Liam O'Hora.

## Selznick Laurel Trophies To Mastroianni, Kurosawa

NEW YORK—Adlai E. Stevenson, United States Ambassador to the United Nations, made the formal presentation of the 1964 David O. Selznick Golden Laurel Trophies to Italian actor Marcello Mastroianni and Japanese director Akira Kurosawa, and the Golden Laurel Award to the Italian film "8½," directed by Federico Fellini.

Also honored with Silver Laurel Awards in the ceremony at the United States Mission to the United Nations were seven European motion pictures. George Stevens, Jr., director of the Motion Picture Service, United States Information Agency, presided over the presentation of the awards, which have been donated annually since 1949 by Selznick to foreign film makers.

The Golden Laurel Trophy was won by Marcello Mastroianni for "consistent and distinguished contributions to international understanding through acting artistry." Piero Vinci, Ambassador to the United Nations from Italy, accepted the trophy for Mastroianni.

A Golden Laurel Trophy also went to Akira Kurosawa for "consistent contributions to international understanding through the creation of motion pictures of artistic distinction and extraordinary insight." Kurosawa's trophy was accepted by Akira Matsui, Japan's Ambassador to the United Nations.

The Golden Laurel Award for "the motion picture of artistic distinction which made the greatest contribution to international understanding during the awards year," went to Federico Fellini's "8½."

Silver Laurel Medals for "contributions to international understanding while maintaining high standards of cinematic artistry" were presented to the following European motion pictures: From England, Bryan Forbes' "The L-Shaped Room," Lindsay Anderson's "This Sporting Life," and Tony Richardson's "Tom Jones"; from Italy, Dino Risi's "The Easy Life" and Ermonno Olmi's "The Sound of Trumpets"; from Sweden, Ingmar Bergman's "Winter Light"; and from the U.S.S.R., Andrei Tarkovsky's "My Name is Ivan."

More  
light  
+  
slower burn=  
lower costs



**NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**

## ALBANY

Industryites attended the premiere of the Branche, Lathan, and an after-show buffet arranged by owner James Branche at Sleasman's Hofbrau, near Albany Airport. John Wilhelm, of Wilhelm-Thornton, is buying and booking the new 1,000-seat theatre on Route 155, the first of its kind erected in an Albany suburb. . . . Another new situation being bought and booked by the former 20th-Fox branch chief is the Super 87 Drive-In, Plattsburgh, which ran an "Opening Soon" ad with a roadmap showing its location at the exit of the new "Northway" express road. Max Krenovitz is owner of the 850-car spot. . . . Vernon Films, Inc., and Duane Films, Inc., have received charters from the Secretary of State to conduct motion picture businesses with offices in New York City. . . . Cliff Hall is again handling El Rancho Drive-In at Palatine Bridge. . . . The Hellman had members of the New York State Women's Civil Defense Council as its guests at an evening showing of "Cleopatra." The theatre lobby was used for a reception, and a luncheon was held in the adjoining Hellman's Thruway Motor Inn. . . . Harold Rosen replaced Fred Kloepfer as Universal sales representative in the district. Kloepfer rejoined United Artists as a booker having nixed a transfer by U to Buffalo. . . . Lloyd Bridgham, of Dover, N. H., has leased the Manchester, Vt., Drive-In from Jerry James. Raymond Smith Booking Service, of Albany, is handling the account. . . . Film Center colleagues welcomed Warner booker Al Marchetti upon his return from a two-week stay at Memorial Hospital. . . . John Darrow, long Altec service representative in the territory, recently retired. He was given a testimonial dinner in New Jersey. Pat Lamb has succeeded Darrow.

## ATLANTA

Dixieland Drive-In, Opp, Ala., has been reopened by new owner, the Fred T. McLendon Circuit, after installation of a new screen, new boxoffice, new concession equipment, and the most up to date sound equipment. . . . Allied Artists district manager J. E. Hobbs attended the convention of Florida Exhibitors in Crystal River, Fla. . . . James V. Frew, southern division manager, Embassy, and Buford Styles, southern district manager, returned from a New York sales meeting. . . . The Downtown, Mobile, Ala., was closed for a week for a complete renovation program. . . . Wilby-Kincey's Paramount, Montgomery, Ala., completely renovated and refurbished, reopened with MGM-Cinerama's "How The West Was Won."

## BOSTON

Joseph E. Levine comes home with his exploitation caravan for "Zulu" and plans for "The Carpetbaggers," opening at Ben Sack's Music Hall. Levine will bring in stars of "The Carpetbaggers" for the gala opening. Ben Sack closed the Music Hall for two weeks prior to opening to make ready. . . . Eddie Ruff bound for Mediterranean and London where he will confer with British film industry heads before returning to Boston and his Ruff Film Distributing company in the Music Hall Building. . . . Ben Abrams, longtime branch manager of Allied Artists, retired. . . . Art Moger, former American International exploitation man here, now press representative for Carousel Theatre. . . . Paul Levi did the exploitation for Paramount's "Lady In a Cage," and set

up press conferences, radio and tv interviews for Olivia de Havilland to kick off a tour across the country. . . . "Wild And Wonderful" had Keith Memorial opening as part of a series of key city openings in the COMPO New England saturation plan. . . . Boston motion picture theatres are benefitting from increased tourist business engendered by the New York World's Fair. . . . What to do about the youngsters after the junior prom has always been a problem for parents, and a simple solution that has been worked out in North Kingstown, R. I., (send them to a drive-in theatre with parents for chaperones after the prom) is being looked on with favor by PTA groups and high schools in this area. How to keep the youngsters from driving around after the prom was solved by the North Kingstown Parent-Teacher-Student Assoc. and members of the junior class of North Kingstown High cheered when they heard that 10 parents in cars would chaperone them at the Quonset Drive-In after the prom! Joseph Stanzler, owner of the Drive-In, has offered the film at no cost (it hasn't been selected yet); Curt Hartman, manager; Edward Ayotte, assistant manager, and patrolman Edward Taylor have offered their services gratis for the occasion. The students will present slips at the drive-in indicating parents' permission and will have to identify themselves as from North Kingstown High. The prom will last from 8 p.m. until midnight to be followed by house parties and snacks at restaurants previous to the motion picture showing.

## BUFFALO

Myron Gross, chairman registration committee Variety International Convention here announced that more than 300 Barkers and wives have already registered for the big powwow and requests all Barkers planning to attend the convention help the committee by reserving places at once. Many industry VIP's attending, including a London group of 50 members headed by Mr. and Mrs. James Carreras and Mr. and Mrs. C. J. Latta. Events so far planned are: Tuesday—A Welcome luncheon in the Statler-Hilton, An Outdoor Clambake and Chicken Dinner by Victor Hugo and a performance of "Camelot" with Howard Keel at Melody Fair in Wurlitzer Park. Wednesday—Luncheon and sight-seeing trip at Niagara Falls. Thursday—Men's Award Luncheon in the Statler Hilton, Women's Luncheon and Fashion Show in the Chez-Ami, Humanitarian and Heart Award Banquet in the Town Casino. James J. Hayes, convention chairman, says additional workers are needed for all committees. . . . Minna Zackem, Pan-World Films, 505 Pearl Street, returned from exciting AIP sales meet, N.Y.C., enthusiastic over coming product, distributed in Buffalo and Albany by Pan-World. Minna was especially enthusiastic over "Masque of the Red Death," screened for the conference attendants in Radio City Music Hall screening room. Also shown the A-I folks was the AIP reel on coming attractions, which Minna says "could almost play as a feature, it is that entertaining." . . . Leatrice Joy, a screen star of yesteryear, guest speaker at Greater Buffalo Advertising Club's Ladies Day. . . . John Martina, Cinema, Rochester, receiving laudatory comments on the new seating. . . . Frank Arena, Loew city manager, says Shea's Teck doing well with "It's a Mad, Mad, Mad, Mad World." . . . Manager Lou Levitch announced the North Park teamed up with the Cinema downtown, managed by James J. Hayes, in presentation of

"The Empty Canvas." . . . An oversize check, in keeping with the hearts that made it possible, was presented by Tent 7, Variety, to Children's Hospital Rehabilitation Center. The \$80,000 check, two-and-one-half feet long and one foot wide, was unrolled by Nathan R. Dickman, past chief barker, and handed to Dr. Robert Warner, head of the center, as the highlight of the Variety Club's Telethon Victory dinner. Dickman received a plaque from Chief Barker Thomas W. Fenno, Robert King, WKBW-TV manager, received club membership card. Dr. Warner, noting he had been a card-carrying club member five years, said "Since I've been a ham on TV for two years (in Telethons), I'd like to become a dues-paying member" and presented his check. Fenno announced that the 2nd annual Variety Club Golf Outing will be held July 27 at Erie Downs and Variety club Day at Fort Erie race track held in August. . . . Sidney S. Kulick, Bell Film Exchange, is visiting exhibitors. Kulick is handling two features; "Blood on the Balcony" and "Bridge of Glory." . . . David Walsh, assistant manager, Shea's Buffalo, married to Florence Yaskulski.

## CHARLOTTE

Glenn Grove, manager, Imperial, Charlotte, recently closed, named manager, Park Terrace, new Park Road Shopping Center theatre at Charlotte. The house, opened to the public May 28, buried a time capsule in a ceremony May 11. Kermit High, city manager Wilby-Kincey Theatres, operating the new house, presided at the ceremony, with participants including H. F. Kincey, president of the chain; Stan E. Brookshire, Mayor, and John M. Belk, president, Chamber of Commerce. R. L. Smart, vice president, Wilby-Kincey, deposited in the time capsule a history of the motion picture industry. Grove placed in the capsule the theater's first ticket.

## CHICAGO

Dave Friedman, producer, and Herschel Lewis, director, have retired from film division of Kohlberg Theatres, operated under the title of Boxoffice Spectaculars, Inc. . . . David Goldberg, film booker, has purchased the Oak theatre from Izza Comode. Goldberg will operate on a twin film policy. . . . Charles Benton named president of Encyclopedis Films, succeeding Dr. Warren Everote. . . . Harry G. Kipke, retired Chicago Coca Cola manager, in charge of Coca Cola New York Fair management. . . . E. Lerner has organized T.O.D. Productions, to produce films for the amusement trade. . . . Merceita Genoar now writing news columns for the Women's Variety Club for magazines and newspapers. . . . N. Glickberg has organized Century Exchange Service for film production with offices at 9217 Morton Grove Ave., Morton Grove, Ill. . . . Howard Theatre experimenting with new policy of stage shows on week-ends with a hootenanny deal to be followed by regular vaudeville acts, including: Jackie Hilliard, Lola Dee, Jimmy Caesar, etc. Exhibitors here watching outcome of the experiment. . . . Stepin Fetchit, movie comedian, underwent surgery at Cook County hospital for the second time within the last few weeks. He is financially destitute and hopes old friends will come forward to help with the medical bills. . . . Alliance Amusement Co., has opened its CATV division under direction of X. Mitchell. The company also operates cable TV in Ottawa, Streator, and Logansport with a total of 12,000 subscribers. Spiro Papas, vice-

resident, and other officials in for the opening of the station. . . . Don Wilson, 51, assistant to Wally Heim, United Artists exchange, found dead in his bed at the Maryland Hotel. Wilson, well known to the film trade, was formerly manager of the weekly and daily Variety publications. Survivors include two brothers and a sister. . . . Chicago Area Camera Clubs association named its 10 best notion pictures of the year. . . . All outdoor theatres in the territory open. . . . Olivia De Havilland in for five days boosting her latest film, "Lady in a Cage." . . . Oriental Theatre set for mid-summer premiere of "A House is Not a Home." . . . Eddie Silverman, exhibitor, hosted party for 200 members of his Golden Age Movie Fan Club at the Lake. Oak Park, and sent all left over food-stuffs to Hephzibah Children's home. Silverman admits his senior members to movies year round for 50 cents. . . . Officials of B and K gave luncheon for Arthur Goldberg, vice president of B and K, at Fritzels, before Goldberg left for an extended European trip with his wife. . . . John W. Self elected vice president, White Way Electric Sign Co.

## CINCINNATI

RKO International '70 opened on schedule May 29 playing "The Chalk Garden." International '70, formerly the 45 year-old Palace, had been undergoing extensive remodeling during May, with the seating capacity reduced to 1100, which makes the house more intimate. New seats—with plenty of leg room—carpets, curtain and drapes, have transformed the house completely. In addition, new equipment has been installed including a giant screen, sound and projection equipment capable of accommodating the latest 70mm films. The marquee is also streamlined. Harry Mandel, RKO president; Matty Polon, vice-president; and other executives from New York, including Thomas Crehan and Milton Samuels, were here for the opening. They were greeted by Joe Alexander, regional manager, and Elwood Jones, veteran manager of the Palace, now International '70. Mandel, in an interview, said that RKO is planning to make International '70 not only a show place but a showcase for top level films. . . . Michel, the talking poodle of tv fame, was in town as press agent for Monsieur Cognac, who plays in "Wild and Wonderful," scheduled to play the area in mid-June. Michel was at a press brunch at the Hotel Sheraton-Gibson and was readily understood by those present. He made up quickly to Mike Buglione, who chauffeured him from place to place while here, not only telling him, "I love you," but planting a wet kiss on the cheek of the astonished Mike. . . . It will be interesting to see if "My Fair Lady," which opens at the Valley Nov. 11, can top the house record of the 43 week-run of "South Pacific" or the 35 week record of "Around the World in 80 Days." . . . Branch managers attending company sales meetings during the past week include Harold Rullman, A-I, to Chicago; Ray Russo, 20th-Fox, and William Brower, BV, in New York City.

## COLUMBUS, O.

Indianola, operated by Frank Marzetti, has changed its nudist-film policy to art films and has been renamed Studio 35. First films under the new policy were Ingmar Bergman's "Wild Strawberries" and "Winter Light." . . . Board of directors of the Independent Theatre Owners of Ohio will meet here June 18 at the Columbus Plaza. . . . Charles Hawks,

operator, Ada, Ohio, is the newest member of ITOO, it was announced by Ken Prickett, executive secretary. . . . RKO Palace announced a strong lineup of attractions for the late spring and early summer including "Spartacus," "What a Way To Go," "The Chalk Garden," "The Starfighters," "The Three Loves of Thomasina," "Robin and the Seven Hoods," "Moon-Spinners," "Bedtime Story," "Ensign Pulver," and "Marnie." . . . RKO Grand is expected to show "Circus World" following the run of "It's a Mad, Mad, Mad, Mad World."

## DALLAS

A long bladed screwdriver was found jammed in the safe dial at Denton Road Drive-In, managed by Herold Goodman for Stanley Warners of Texas. Burglars opened a hole in the roof of the office containing the safe, and apparently left by the same way after giving up their labors at cracking the safe, according to police. . . . Akiba Academy, Dallas, presented benefit showing of "Me and the Colonel," starring Danny Kaye, at the Preston Royal, proceeds to benefit the Akiba Academy Scholarship Fund. . . . Joseph E. Levine scheduled to visit on promotional tour in behalf of "The Carpetbaggers" set for the Majestic. . . . "It's A Mad, Mad, Mad, Mad World" extended at the Capri, has closed. . . . Michel the talking poodle in for "Wild and Wonderful," U release scheduled for multiple openings here. . . . Variety Club, Dallas, will hold annual golf tournament Sept. 14, Preston Hollow Country Club. Bernard Brager is chairman of the tournament committee, with Kyloe Rorex, Adrian Upchurch, Vernon Christian, Frank Myers, Alton Simms, Debs Hale, William O'Donnell, Russell Brentlinger and Ed Terhune, members. . . . A new theatre announced for the North Dallas-Richardson area. Now under construction, the Dal-Rich will be located in the Dal-Rich Shopping Center. Ramon Lence, theatreman, plans mid-summer opening. . . . Patrons of the Majestic presented with photos of Sean Connery, in "From Russia With Love." . . . Tom Bridge, Paramount New York office, a visitor at the local exchange.

## DENVER

Tom Dickinson, former House Manager, Denver, made city manager, Fox Theatres, La Junta. Donald Wells, former assistant, Denver, now house manager with John De Marco from the Aladdin as new assistant. . . . Complete refurbishing of the Aggie, Fort Collins, taking place. The house will be closed for a full month while new screen, carpeting and draperies, new concessions stand and front are being installed, reports Frank Aydelotte, manager. . . . In town on behalf of "Mary Poppins" set for the Aladdin, were Paul Lyday (formerly of Fox Intermountain Theatres, here), Eddie Mack and Phil Sameth of the Disney organizations. . . . Paramount will show closed circuit telecast of Indianapolis 500, tickets at \$3.75. . . . Walter M. Schartmann, regional manager, Army and Air Force Motion Picture Service, seen in Denver. . . . Al Brandon now with American-International Pictures. Brandon, out of the film business for several years, was formerly with Fox, MGM and National Screen. . . . High winds blew down the screen at Kit Carson Drive-In, Taos, N. M. It will be several weeks before owner Wm. Butler can have a new one installed.

## HOUSTON

Julius Gordon, president, Jefferson Amusement Co., Beaumont, Tex., in for a visit at the circuit's Windsor Cinerama. . . . "A Shooting In Town" a film concerning the making of Columbia's "The Traveling Lady" while on location in Wharton, Tex., won first prize for the University of Houston Alpha Phi chapter of Alpha Epsilon Rho, national radio-TV fraternity in national competition. . . . Dore Schary, playwright, producer and national chairman of the Anti-Defamation League of B'nai B'rith, spoke at a meeting of the Jewish Community Council of Greater Houston on the "Changing Patterns in American Life." Movies produced by Schary include "Blackboard Jungle," "Bad Day at Black Rock," and "Sunrise at Campobello." He co-produced and directed the musical "The Unsinkable Molly Brown."

## JACKSONVILLE

Walt Meier, manager, Florida, secured a perfect tie-up with the Duval County (Jacksonville) high school system to launch "For Those Who Think Young." Walt got into the schools with personal invitations to all graduating high school students to attend a gala free graduation theatre party at the Florida, with Woody Woodbury on stage and "For Those Who Think Young" on the screen. Picking up the tab for the giant party—at no cost to Walt or the theatre—is Value Fair, new department store complex on the Southside. Value Fair, with a manager as promotion-minded as Walt, is also donating approximately 400 prizes for a summer-long series of 36 kiddie shows to be held at the Florida, Edgewood and Capitol theatres in return for Value Fair advertising at the theatres. . . . The Dixie Drive-In, the nation's oldest outdoor theatre circuit, is celebrating its twenty-fifth anniversary in an advertising promotional drive. The Savannah, Ga., Drive-In was the first operating unit of the chain, now composed of 16 outdoorers in the South. . . . Seven-year-old Katherine Edwards, daughter of a Duval County patrolman, was winner of one of 10 national first prizes awarded in the Yogi Bear Jelly Beans Sweepstakes conducted by Columbia. Katherine's prize is an all-expense trip to Zurich, Switzerland, with her mother and father accompanying. She will present to the mayor of Zurich a bear cub donated by the Duluth, Minn., Zoo, and will present letters of introduction from Florida's governor and U. S. Senators. She was treated to a preview showing of "Hey There, It's Yogi Bear," at the local Studio Theatre, as the guest of Art Castner, manager, Edgewood Theatre. Ed McLaughlin, Columbia manager here, said 750,000 children in 127 American cities and towns competed for the 10 top prizes in the Sweepstakes. . . . "An advance exploitation campaign is a pleasure," said Tom Sawyer, head of the Florida State Theatres home office advertising department located here, "when you have someone like Linda Scott, feminine lead of 'Escape from Hell Island,' to work with you." Sawyer made his comments at a press luncheon in Miss Scott's honor in the English Room, Robert Meyer Hotel. Attending the luncheon were Miss Scott, Sawyer, Judge May of the Florida Times-Union and Bill Means and Ray Knight of the Jacksonville Journal. All three newspapermen were impressed by Miss Scott, a petite black-haired beauty, and followed the interview with newspaper columns.



## NEW HAVEN-HARTFORD

James M. Totman, Stanley-Warner zone manager, has promoted Norman Chasse from assistant manager, Bristol, Bristol, Conn., to assistant manager, deluxe Strand, Hartford, succeeding Robert Myrzyn, resigned. . . . The Perakos Plainsville Drive-In, Plainsville, has tied-up with Somers Ford, New Britain, to give away a new car at season's end. The Ford dealership is providing an enormous amount of daily promotion. . . . Whalley, New Haven, showing Paramount's "Becket," is selling tickets in metropolitan Hartford with both the Rivoli Theatre and Sears Roebuck Store handling reservations. The Hal Wallis picture is yet to be scheduled for a Hartford booking. Film is playing the Whalley at \$2.50 top. . . . Sal Adorno Jr., owner-operator, Middletown Drive-In, screening triple feature programs Fridays and Saturdays. . . . The Strand, Winsted, gave away six fishing outfits on a recent Saturday matinee sporting goods company tie-in. . . . The Waterford Drive-In screened an all-Universal reissue program, consisting of "Fireman, Save My Child," and "The Second Time Around," for benefit of the Waterford Fire Company. Latter provided free fire truck rides for youngsters and also demonstrated its fire-fighting prowess, extinguishing fires

# CLARK TRANSFER INC.

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before patrons' eyes. . . . Joseph Durwin, president, Local 109, IATSE, Bridgeport, presented service awards to three veteran members, Domenick Macharoli (50 years), John Tassinaro (44 years) and John McCue (44 years) at a 60th anniversary dinner. . . . Connecticut Superior Court Judge Philip R. Pastore named Atty. Robert N. Hurney as permanent receiver for the Capitol, Middletown. Hurney's appointment enables him to take over complete operation. He had been serving as temporary receiver. Court action was precipitated some months ago when plaintiffs charged that the Capitol Theatre Corporation was allowing Nicholas Saraceno to operate theatre rent-free. They seek an accounting, eventual sale and division of assets.

## NEW ORLEANS

Gulf States Theatres reopened the Dixie, Brookhaven, Miss. . . . Gulf States home office staff, entertained at a kitchen shower in honor of Alexis Busby, hello girl, who is a July bride-elect. . . . Roy Lombardo, Transway film dispatcher, is back on the job after a three week confinement in Hotel Dieu. . . . James Nicholson, president, American International Pictures, Leon Blender, AIP's general sales manager; his assistant Mickey Zides; and publicity director Milt Moritz met with branch managers and franchise distributors at a two-day meeting at the Royal Orleans Hotel and discussed current and forthcoming product. A screening of "Masque Of The Red Death," to which exhibitors were also invited, was held at the 20th-Fox exchange screening room. An open house was also held at the Play Boys Club for over 75 people of the local industry. . . . Louis Boyer, National Screen Service manager, attended a company sales meeting in New York City. . . . Mr. and Mrs. Eldridge are now doing their own buying and booking for the Spring, Springhill, La. . . . Producer Joseph Levine was due in in connection with "The Carpetbaggers" booked for the Sawnger.

## PHILADELPHIA

John Golder, who handles the Jam Handy no charge ad reels in the area, reported that Mrs. Golder is still on the sick list. . . . William Goldman's Randolph and Orleans also had the closed circuit TV showing of the 48th annual Indianapolis 500 race classic on Memorial Day. . . . Morton Brodsky, owner of theatres in Lancaster, Lebanon and Camp Hill, Pa., recently underwent an operation in Lancaster Hospital, and at last reports was doing fine. . . . Manpower is still urgently needed for Variety Club Tent 13's Old Newsboy's Day on June 19. Volunteers are urged to contact the committee immediately.

## PORTLAND

Touring shows hit the Rose City in multiple with the LeRoy Prinz All-Star Revue drawing a light 3,000 fans to the huge Memorial Coliseum. The Jimmy Durante Show played two nights with somewhat less than capacity at the 3,500-seat Auditorium.

## SALT LAKE CITY

The 500-mile race at Indianapolis into the Utah and Capitol theatres, here; races to begin at 8 a.m. One man will monitor 14 TV screens simultaneously to decide which picture to telecast to the theatres. Before the race, NBC-TV to telecast color special on

the past, present and future of the Memorial Day Classic. . . . "Mad, Mad, Mad, Mad World" continuing to attract near capacity audiences at Villa Theatre where it is in its third month. Weekend performances and some during the week are completely sold out several days in advance according to city manager Ted Kirkmeyer, Fox Intermountain Theatres, Inc. . . . After a special screening of "Becket," and high praise for its cast, especially Burton and O'Toole, it is locally acclaimed that O'Toole projection of the King should go down as one of the film greats. . . . If the reaction of youngsters to a special preview has import, the forthcoming run of "Rhino" will be exceptionally popular. . . . Enthusiasm shown locally in the "Yogi" Puzzle Contest. Winner and one parent flown to Yellowstone National Park for world press preview of the film and back to Salt Lake the same evening. . . . Rex Allen, movie and TV star, turned over the first shovel of dirt for the Utah Boy's Ranch, an organization dedicated to make a better brand of boys out of delinquent, neglected and underprivileged youngsters. The first boy should be received here by September. . . . A company controlled by Gene Autry was authorized to buy a Los Angeles television station for \$12 million second highest price paid for a single station, it is announced here currently. . . . "Uncle Tom's Cabin" making comeback in Salt Lake. . . . A sneak prevue of "From Russia With Love" featured at the Lyric. . . . The walls of the Plaza theatre, under construction at Kearns, Utah, blown down by "freak wind" causing much damage.

## SAN ANTONIO

May Days shopping event, "Operation Big Drop," was presented with a Monahan helicopter dropping thousands of free tickets to see "From Russia With Love" at the Majestic. . . . San Pedro D-I had Oscar winners "Hud" and "Lilies of the Field" as holdovers. . . . Leiland Skaggs now operating the Joy Mount Vernon, Tex. . . . Bob Hope will soon be speaking the praises of Texas business, industry and tourist attractions before audiences across the nation as narrator of the film, "Bob Hope Talks Texas," financed by 16 private business sponsors interested in selling the state's attractions to investors and visitors. Universal will distribute the promotional film for five years on an international basis. A few 16mm prints are available for private showings. . . . Plans announced to restore the old Hancock Opera House, Austin, Tex., to its original elegance as a statewide performing arts center. . . . "The Demon from Devil's Lake" filming at Lake Texoma, Sherman, Tex., by Phillips-Marker Productions, Inc., of Dallas, with area talent in 25 bit and extra parts. . . . C. A. Richter, who built one of the earliest drive-in theatres in Texas died recently. He operated D-Is at Corpus Christi, Tex. . . . J. S. Daniel has reopened his Timberland, Diboll, Tex. . . . Construction underway on new Killeen D-I, Killeen, Tex., to replace theatre demolished to make way for a shopping center. A project of Killeen Theatres, a Rowley United Theatrs Circuit operation, it will have a capacity of 500 cars with a screen 36x30' according to Wade Wallace, Killeen Theatres manager. . . . Rowley United Theatres announced that Corpus Christi Theatres will build two 600 seat indoor theatres. One, the West 9 Theatre is to be built in the Woodlawn Shopping Center with work to begin at once, and a second in the south section of the city—the first two theatres in the area since 1946.

# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JUNE 3, 1964

SECTION TWO  
VOL. 71, NO. 21

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
- 6309 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
- 6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
- NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
- 6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
- 6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
- 6401 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
- 6403 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
- THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
- 6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
- 6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

### COMING FEATURES IN ORDER OF RELEASE

- Feb. LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
- Mar. SECRET DOOR, THE—(C)—Robert Hutton, Sandra Dorne
- May NAKED KISS, THE—Constance Towers, Anthony Eisley

### COMING

- BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
- MASTER SPY—Steven Murray, June Thorburn—English
- NIGHT PROWLERS—Terence Longdon, Jennifer Jayne—English
- PARTY, THE—Carol Lynley
- TRAIN 349 FROM BERLIN—Jose Ferrer, Sean Flynn, Nicole Courcel

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
- 819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- 822 COMMANDO—MD-98m.—Stewart Granger, Dorian Gray—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
- ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Gianna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- 812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
- A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
- 813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
- 804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
- 823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- 809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
- 805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

### TO BE REVIEWED

- BIKINI BEACH—(PV; C)—Frankie Avalon, Annette Funicello, Martha Hyer
- CALIFORNIA—Jock Mahoney
- CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian-made
- DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
- EVIL EYE—John Saxon, Leticia Roman
- FEAR—Boris Karloff
- GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
- ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
- LAST MAN ON EARTH—Vincent Price

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- Advance To The Rear . . . . . A2 MGM
- Act One . . . . . A2 WB
- Adorable Julie . . . . . For.
- Affair At The Villa Fiorita, The . . . . . WB
- All The Way Home . . . . . A2 Par.
- Alone Against Rome . . . . . For.
- America, America . . . . . A3 WB
- Americanization of Emily, The . . . . . MGM
- Amok . . . . . Fox
- And Suddenly It's Murder . . . . . A2 For.
- Any Number Can Win . . . . . A2 MGM
- Ape Woman, The . . . . . Emb.
- Aphrodite, Goddess Of Love . . . . . Emb.
- Auntie Mame—Re. . . . . A3 WB
- Avenger, The . . . . . For.

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

Bandits Of Orgosolo	A2	For.
Bandits On The Wind		For.
Beach Party	A3	A-I
Bedtime Story	A3	UI
Bear, The	A1	Emb
Behold A Pale Horse		Col.
Beauty And The Beast		Misc.
Becket	A3	Par.
Bell, Bare and Beautiful		Misc.
Best Man, The	A4	UA
Bikini Beach		A-I
Black Like Me		Misc.
Black Sabbath		AI
Block, The		Misc.
Blood Feast		Misc.
Blood On The Arrow		AA
Brass Bottle, The	A1	U
Break, The		For.
Bridge On The River Kwai,		
The-RE	A1	Col.
Bullet For A Badman	A2	U
Bunny Yeager's Nude Las Vegas		Misc.
Bus Riley's Back In Town		U

C

California	A3	AI
Captain Newman, M.D.	A2	U
Captain Sinbad		AI MGM
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
Carpetbaggers, The	B	Par.
Castilian, The	A2	WB
Cattle King	A1	MGM
Ceremony, The	A3	UA
Chalk Garden, The	A2	U-I
Challenge To Love		For.
Charde	A2	U-I
Cheyenne Autumn		WB
Children Of The Damned	A2	MGM
Circus World		Par.
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
Collector, The		Col.
Comedy Of Terrors, The	B	AI
Commando		A-I
Condemned Of Altona, The	A3	Fox
Congo Vivo		Col.
Conquered City		AI
Conjugal Bed, The	B	EMB
Contempt		Emb.
Corridors Of Blood	A3	Misc.
Crack In The World		Par.
Crawling Hand, The		Misc.
Crimson Blade, The	A1	Col.
Cry Of Battle	B	AA
Curse Of The Living Corpse, The	B	Fox

D

Dark Purpose	A2	U
Day And The Hour, The	A2	MGM
Day The Earth Froze		A-I
Dead Ringer	A3	WB
Dementia (Filmgroup)	B	A-I
Devil Ship Pirates	A2	Col.
Die Fledermaus		For.
Disorder		For.
Distant Trumpet, A	A2	WB
Douglas, The Fingerman		For.
Dream Maker, The	A-I	U
Dr. Crippen	A3	WB
Dr. Strangelove	A4	Col.
Doll, The	C	For.
Donovan's Reef	A2	Par.
Don't Give Up The Ship-RE	A3	Par.
Don't Tempt The Devil	A3	For.
Duel Of Champions		For.
Duel Of The Titans	A2	Par.

E

Easy Life, The	A4	Emb.
East Of Sudan		Col.
8 1/2	A4	Emb.
Emil And The Detectives		BY
Empty Canvas, The	C	Emb.
Ensign Pulver	A2	WB
Erasmus With Freckles		Fox
Erik, The Conqueror	A2	A-I
Evil Of Frankenstein, The	A2	U
Evil Eye		A-I
Eyes Of Annie Jones	A3	Fox

F

Fall Safe		Col.
Fall Of The Roman Empire	A1	Par.

OPERATION WAR HEAD—Sean Connery, Stanley Holloway  
 SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele  
 SOME PEOPLE—(C)—Kenneth More  
 TIME TRAVELERS, THE—(C)—Preston Foster, Mary Anders  
 UNEARTHLY STRANGER, THE—John Neville  
 UNDER AGE—Anne MacAdams, Roland Royter

**BUENA VISTA**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors  
 INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation  
 MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry  
 144 SUMMER MAGIC—CD-108m.—(TC)—Hayley Mills, Burl Ives, Dorothy McGuire—5061 (6-26-63)—Another Disney family entertainment  
 SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddles and the young in heart  
 THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England  
 TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name  
 20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

**TO BE REVIEWED**

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell  
 MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke  
 MOON-SPINNERS, THE—Hayley Mills, Eli Wallach  
 THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

**COLUMBIA**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story  
 CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts  
 CRIMSON BLADE, THE—MD-83m.—(HammerScope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made  
 DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made  
 DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth  
 721 FURY OF THE PAGANS—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program  
 GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy  
 HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features  
 IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France  
 722 JASON AND THE ARGONAUTS—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects  
 003 JUST FOR FUN—MU-72m.—Mark Wynter, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal  
 MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made  
 NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience  
 OLD DARK HOUSE, THE—CMD-86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made  
 PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with feeme-appeal—English-made—Davis-Royal  
 QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western  
 REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.  
 RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad  
 SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England  
 STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker  
 SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Cragg, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—t English made  
 006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work  
 001 13 FRIGHTENED GIRLS—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer  
 UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy  
 VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

**COMING FEATURES IN ORDER OF RELEASE**

June LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish

**COMING**

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn  
 COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English  
 FAIL SAFE—Henry Fonda, Dan O'Herlihy  
 FINEST HOURS, THE—Documentary On Sir Winston Churchill—English-made  
 FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer  
 GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider  
 HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold  
 I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet  
 LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
 LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens  
 LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian  
 MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris  
 MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newly, Anne Aubrey  
 PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English  
 RIDE THE WILD SURF—(C)—Fablan, Tab Hunter  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack  
 TRAVELING LADY, THE—Steve McQueen, Lee Remick  
 WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

**EMBASSY**

8 1/2—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles  
 CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

**EASY LIFE, THE**—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue  
**FURY AT SMUGGLERS BAY**—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
**WOMEN OF THE WORLD**—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration  
**YESTERDAY, TODAY AND TOMORROW**—COMP-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles

### COMING

**APE WOMAN, THE**—Ugo Tognazzi, Annie Girardot—Italian  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**CONTEMPT**—(WS; C)—Brigitte Bardot, Jack Palace—French  
**HOUSE IS NOT A HOME, A**—Shelley Winters, Ralph Taeger, Robert Taylor  
**PASSIONATE THIEF, THE**—Anna Magnani  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**LOVE MAKERS, THE**—Claudia Cardinale, Jean-Paul Belmondo  
**THREE PENNY OPERA**—Curt Jurgens, June Ritchie  
**GHOST AT NOON**—(C)—Brigitte Bardot, Jack Palace  
**ONLY ONE NEW YORK**—Documentary  
**ZULU**—(TE; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson

### MGM

### DISTRIBUTED DURING THE PAST 12 MONTHS

**ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
 5421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles  
 326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad  
 331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
**CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
**DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
**FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles  
**FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade  
**GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English  
**GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
**GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-Made; dubbed in English  
 401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
**HOW THE WEST WAS WON**—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
 406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze  
**KISSIN' COUSINS**—CMU-96m.—(MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
**MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
 307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy  
 403 **MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English  
 355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
**NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made  
**PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden  
**RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa  
**SEVEN FACES OF DR. LAO**—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
**SQUARE OF VIOLENCE**—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
**SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes  
**TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
 333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dialscope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad  
 334 **TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gir Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy aimed at family audiences  
 409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults  
**TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Braly—5142 (3-4-64)—Interesting import—French-made; English titles  
**UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment  
 402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made  
**VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set  
 404 **WHEELER DEALERS, THE**—C-106m.—(PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce

### COMING FEATURES IN ORDER OF RELEASE

Mar. **VICE AND VIRTUE**—Catherine Daneuve, Annie Girardot, Robert Hasseln  
 June **TIKO AND THE SHARK**—(WS; C)—Tahitian Cast  
 July **MGM'S BIG PARADE OF COMEDY**—Compilation  
 Aug. **GOLD FOR THE CAESARS**—(C)—Jeffrey Hunter  
**NIGHT OF THE IGUANA**—Richard Burton, Ava Gardner, Deborah Kerr  
**HONEYMOON HOTEL**—(CS)—Robert Goulet, Nancy Kwan  
**LOOKING FOR LOVE**—(MC)—Connle Francis, Jim Hutton

### COMING

**AMERICANIZATION OF EMILY, THE**—James Garner, Julie Andrews, Melvyn Douglas  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**JOY IN THE MORNING**—(PV; MC)—Richard Chamberlain, Yvette Mimeo  
**LOVE CAGE**—Jane Fonda, Alan Delon  
**MURDER AHOY**—Margaret Rutherford, Lionel Jeffries—English-made  
**MURDER MOST FOUL**—Margaret Rutherford, Terry Scott  
**OF HUMAN BONDAGE**—Kim Novak, Laurence Harvey  
**OUTRAGE, THE**—(PV)—Paul Newman, Claire Bloom, Laurence Harvey  
**POSTMAN'S KNOCK**—Spike Milligan, Barbara Shelley  
**QUICK, BEFORE IT SELTS**—(PV; MC)—Robert Morse, Anjanette Comer  
**ROUNDERS, THE**—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon  
**SANDOKAN, THE GREAT**—(WS; TC)—Steve Reeves  
**SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman  
**SMOG**—(WS)—Annie Girardot, Renato Salvatore

Family Diary ..... A2 MGM  
 Fantasia—Re. .... A2 BV  
 Farewell To Arms, A—Re. .... B Fox  
 • Fargo ..... U  
 • Fate Is The Hunter ..... Fox  
 • Father Goose ..... U  
 FBI Code 98 ..... A1 WB  
 • Fear ..... A-1  
 Fiances, The ..... A2 For.  
 • Finest Hours, The ..... Col.  
 Fire Within, The ..... For.  
 • First Men In The Moon ..... Col.  
 Flight From Ashiya ..... A3 UA  
 Flipper's New Adventure ..... A1 MGM  
 • Fluffy ..... U  
 For Love Or Money ..... B U-1  
 For Those Who Think Young ... A3 UA  
 Four For Texas ..... B WB  
 From Russia, With Love ..... B UA  
 Fun In Acapulco ..... A3 Par.  
 Fury at Smuggler's Bay ..... A2 Emb  
 Fury Of The Pagans ..... A2 Col.

### G

Gathering Of Eagles, A ..... A1 U-1  
 • Ghost At Noon ..... Emb.  
 Giant Monster, The ..... For.  
 Gidget Goes To Rome ..... A1 Col.  
 • Girl With Green Eyes ..... UA  
 Given Word, The ..... For.  
 Glass Cage, The ..... Misc.  
 Gladiators Seven ..... A-1 MGM  
 Global Affair, A ..... A3 MGM  
 • Gold For The Caesars ..... MGM  
 Golden Arrow, The ..... A1 MGM  
 • Goldfinger ..... UA  
 Goliath And The Vampires .... A2 A-1  
 Gone Are The Days ..... A2 Misc.  
 • Goodbye Charlie ..... Fox  
 • Good Neighbor Sam ..... Col.  
 Grand Olympics, The ..... For.  
 • Graveside Story, The ..... A-1  
 • Great Race, The ..... WB  
 • Greatest Story Ever Told, The .. UA  
 Guest, The ..... A3 For  
 Gunfight At Comanche Creek .. A3 AA  
 Gunfight At The Ok  
 Corral—Re. .... B Par.  
 • Gunfighter At Casa Grande .... MGM  
 Gun Hawk, The ..... B AA  
 • Guns At Batasi ..... Fox

### H

Harbor Lights ..... A2 Fox  
 • Hard Day's Night, A ..... UA  
 • Harvey Middleman, Fireman .. Col.  
 Haunted Palace ..... A2 A-1  
 Haunting, The ..... A2 MGM  
 He Rides Tall ..... B U  
 • Hercules, Samson And Ulysses .. MGM  
 Hey There, It's Yogi Bear ..... Col.  
 Hidden Room Of 1,000  
 Horrors, The ..... For.  
 Hide And Seek ..... A2 U  
 High And Low ..... For.  
 • Honeymoon Hotel ..... MGM  
 Hootenanny Hoot ..... A2 MGM  
 • Horror Of It All, The ..... Fox  
 Horror Of Party Beach, The .... B Fox  
 • House Is Not A Home, A ..... Emb.  
 • How To Murder Your Wife .... UA  
 How The West Was Won ..... A1 MGM

### I

• I'D Rather Be Rich ..... U  
 • I Love, You Love ..... C Col.  
 • I'll Take Sweden ..... UA  
 Incredible Journey, The ..... A1 BV  
 • In Harm's Way ..... Par.  
 In The French Style ..... A3 Col.  
 Incredible Mr. Limpet, The .... A1 WB  
 Intimate Diary Of Artists'  
 Models ..... Misc.  
 • Invitation To A Gunfighter .... UA  
 Invitation To Murder ..... For.  
 Irma La Douce ..... B UA  
 Island Of The Blue Dolphins ... A1 U  
 • It's Alive ..... AI  
 It's A Mad, Mad, Mad, Mad  
 World ..... AI UA

### J

Jason and the Argonauts ..... A1 Col.  
 • John Goldfarb, Please Come  
 Home ..... Fox  
 Johnny Cool ..... B UA  
 • Joy In The Morning ..... MGM  
 Just For Fun ..... A2 Col.

K

- Killers, The ..... A3 U
- King Kong vs. Godzilla ..... A1 U
- Kings Of The Sun ..... A2 UA
- Kiss Me, Stupid ..... UA
- Kiss Of The Vampire ..... A2 U
- Kisses For My President ..... A3 WB
- Kissin' Cousins ..... B MGM
- Kitten With A Whip ..... U
- Knife In The Water ..... C For.

L

- L Shaped Room ..... A4 Col.
- La Bonne Soupe ..... C For.
- Ladybug, Ladybug ..... A2 UA
- Lady In A Cage ..... B Par.
- Lassie's Great Adventure ..... A1 Fox
- Last Man on Earth ..... A-1
- Last Train From Gun Hill, The—Re. .... A2 Par.
- Lawrence Of Arabia ..... A2 Col.
- Law Of The Lawless ..... A1 Par.
- Leopard, The ..... A3 Fox
- Life In Danger, A ..... A2 AA
- Light Fantastic, The ..... B Emb.
- Lilies Of The Field, The ..... A1 UA
- Lilith ..... Col.
- Little Prince And The Eight-Headed Dragon, The ..... Col.
- Lively Set, The ..... U
- Long Ships, The ..... Col.
- Longest Day, The ..... A1 Fox
- Looking For Love ..... B MGM
- Lord Jim ..... Col.
- Love Cage ..... MGM
- Love Has Many Faces ..... Col.
- Love Makers, The ..... Emb.
- Love On A Pillow ..... C For.
- Love With the Proper Stranger ..... A3 Col.

M

- Madmen Of Mandores ..... Misc.
- Mail Order Bride ..... A3 MGM
- Main Attraction, The ..... B MGM
- Major Dundee ..... Col.
- Man From Galveston, The ..... A2 WB
- Man In The Middle ..... B Fox
- Maniac ..... A3 Col.
- Man's Favorite Sport? ..... A3 U-I
- Marilyn ..... B Fox
- Marnie ..... U
- Mary Poppins ..... BV
- Mary, Mary ..... A2 WB
- Masque Of The Red Death ..... A1
- Master Spy ..... AA
- McHale's Navy ..... U
- MGM's Blg Parade Of Comedy ..... A1 MGM
- McLintock ..... A1 UA
- Mickey One ..... Col.
- Misadventures of Merlin Jones ..... A1 BV
- Mister Moses ..... UA
- Mistress For The Summer, A ..... C For.
- Moderato Contabile ..... For.
- Moon-Spinners, The ..... BV
- Move Over, Darling ..... A3 Fox
- Murder Ahoy ..... MGM
- Murder At The Gallop ..... A1 MGM
- Murder Most Foul ..... MGM
- Muscle Beach Party ..... A2 A-I
- Mutiny On The Bounty ..... A2 MGM
- My Fair Lady ..... WB
- My Son, The Hero ..... A1 UA

N

- Naked Kiss, The ..... A3 AA
- Never Put It In Writing ..... A1 AA
- New Interns, The ..... Col.
- New Kind Of Love, A ..... B Par.
- Night Must Fall ..... B MGM
- Night Of The Iguana ..... MGM
- Night Prowlers ..... AA
- Night Watch, The ..... For.
- Nightmare ..... A2 U
- No, My Darling Daughter ..... A2 For.
- None But The Brave ..... WB

O

- Of Human Bondage ..... B MGM
- Of Love And Desire ..... B Fox
- Of Wayward Love ..... C For.
- Of Women and Pleasures ..... For.
- Old Dark House, The ..... A2 Col.
- One Man's Way ..... A1 UA
- One Way Pendulum ..... UA
- Only One New York ..... Emb.
- Operation War Head ..... A-I
- Organizer, The ..... For.
- Out-Of-Towners, The ..... WB
- Outrage, The ..... MGM

36 HOURS—(PV)—James Gardner, Eva Marie Saint  
 VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan  
 YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif  
 YOUNG LOVERS, THE—Peter Fonda, Sharon Huguely  
 YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 ALL THE WAY HOME—D-103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
- 6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
- 6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
- 6220 DONOVAN'S REEF—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
- R6301 DON'T GIVE UP THE SHIP—C-89m.—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
- 6217 DUEL OF THE TITANS—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
- 6400 FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
- 6305 FUN IN ACAPULCO—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
- R6218 GUNFIGHT AT THE O.K. CORRAL—W-122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
- LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothorn—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
- R6223 LAST TRAIN FROM GUN HILL, THE—W-94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
- 6316 LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
- 6312 LOVE WITH THE PROPER STRANGER—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
- 6304 NEW KIND OF LOVE, A—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
- 6318 PARIS PICK-UP—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
- 6314 PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
- R6302 ROCK-A-BYE BABY—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
- 6313 SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
- 6317 SON OF CAPTAIN BLOOD—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
- R6308 TO CATCH A THIEF—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
- R6309 VERTIGO—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
- WALK A TIGHTROPE—MD-69m.—Jan Duryea, Patricia Owens—5170 (5-27-64)—Okay brief program meller—English-made
- 6310 WHO'S BEEN SLEEPING IN MY BED?—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
- 6306 WHO'S MINDING THE STORE?—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
- 6303 WIVES AND LOVERS—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

COMING FEATURES IN ORDER OF RELEASE

- June ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin
- June STAGE TO THUNDER ROCK—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady

COMING

- CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth
- CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott
- IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas
- PATSY, THE—(TC)—Jerry Lewis, Ina Balin
- RING OF TREASON—Bernard Lee, Margaret Tyzack—English-made
- ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck
- WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis
- YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
- 312 CONDEMNED OF ALTONA, THE—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
- CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Warren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
- EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
- FAREWELL TO ARMS, A—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
- 317 HARBOR LIGHTS—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
- HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
- LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
- 311 LEOPARD, THE—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
- 318 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
- 401 MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
- 302 MARILYN—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
- 324 MOVE OVER DARLING—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
- 319 OF LOVE AND DESIRE—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
- 316 POLICE NURSE—MD-64m.—(CS)Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
- SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
- SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzl Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
- SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
- 323 TAKE HER, SHE'S MINE—C-98m.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
- THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
- 326 THUNDER ISLAND—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
- WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
- YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

COMING

- AMOK—Jock Mahoney, Margia Dean
- ERASMUS WITH FRECKLES—James Stewart, Billy Mumy
- FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette
- GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone
- GUNS AT BATASI—(CS; C)—Jack Hawkins, Flora Robson—English
- HORROR OF IT ALL, THE—Pat Boone, Erica Rogers
- JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley MacLaine, Peter Ustinov
- PLEASURE SEEKERS, THE—Carol Lynley, Ann-Margret, Tony Franciosa
- RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone
- THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(DC)—Stuart Whitman, Robert Morley, Fernandel
- VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn
- SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker
- ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

# UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
- 6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergen, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
- 6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Epsodic but actionful meller has names to sell—Daieu-Hecht
- FOR THOSE WHO THINK YOUNG**—CMU-96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch
- 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second In James Bond series shapes up as big winner—Eon
- 6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
- 6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
- 6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
- 6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
- 6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
- 6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
- 6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Luaidi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
- 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
- 6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- 781 **TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
- 6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

## COMING FEATURES IN ORDER OF RELEASE

- June 633 **SQUADRON**—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
- July **SEVENTH DAWN, THE**—William Holden, Susannah York—Hcldean
- July **SHOT IN THE DARK, A**—(PV; C)—Elke Sommer, Peter Sellers—Mirisch
- Aug. **HARD DAY'S NIGHT, A**—The Beatles—English-made

## COMING

- GIRL WITH GREEN EYES**—Peter Finch, Rita Tushingham—English-made
- GOLDFINGER**—(TC)—Sean Connery, Honor Blackman—Eon—English-made
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
- I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch
- MISTER MOSES**—(PV; C)—Robert Mitchum, Carroll Baker—Ross
- ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made
- SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
- SECRET INVASION, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- THAT MAN FROM RIO**—(EC)—Jean-Paul Belmondo, Francoise Dorleac
- TOPKAPI**—Melina Mercouri, Peter Ustinov, Maximilian Schell—Filmways
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WOMAN OF STRAW**—(C)—Gina Lollobrigida, Sean Connery

# UNIVERSAL

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
- 6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angle Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
- 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
- 6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
- 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
- 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
- 6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
- 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
- 6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
- ISLAND OF THE BLUE DOLPHINS**—D-99m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade
- 6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
- 6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
- 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
- 6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
- YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
- WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

## P

- Palm Springs Week-End ..... B WB
- Panic Button ..... A3 For.
- Paris Pick-Up ..... Par.
- Party, The ..... AA
- Paris When It Sizzles ..... A3 Par.
- Passionate Thief, The ..... A3 Emb.
- Patsy, The ..... Par.
- Pink Panther ..... A3 UA
- Playboy ..... Col.
- Play It Cool ..... A2 AA
- Play It Cooler ..... Col.
- Pleasure Seekers, The ..... Fox
- Point Of Order ..... A2 Misc.
- Postman's Knock ..... MGM
- Prize, The ..... A3 MGM
- Psyche 59 ..... B Col.
- Psychomania ..... Misc.
- Pumpkin Eater, The ..... Col.
- Pyro ..... A3 A-1

## Q

- Quick, Before It Melts ..... MGM
- Quick Gun, The ..... A2 Col.

## R

- Raiders, The ..... A1 U
- Rampage ..... B WB
- Reach For Glory ..... Col.
- Red Lips ..... For.
- Rhino ..... A1 MGM
- Ride The Wild Surf ..... Col.
- Ring of Treason ..... Par.
- Rio Conchos ..... Fox
- Robin And The 7 Hoods ..... A2 WB
- Robinson Crusoe On Mars ..... A1 Par.
- Rock-A-Bye Baby—Re. .... A1 Par.
- Rounders, The ..... MGM
- Roustabout ..... Par.
- Running Man, The ..... A3 Col.

## S

- Sadist, The ..... Misc.
- Samson And The Slave Queen .. A1 A-1
- Sandokan, The Great ..... MGM
- Satan Bug, The ..... UA
- Secret Door, The ..... A2 AA
- Secret Invasion, The ..... UA
- Send Me No Flowers ..... U
- Senilita ..... Col.
- Servant, The ..... A4 For.
- Seven Days In May ..... A2 Par.
- Seven Faces Of Dr. Lao, The ... A1 MGM
- Seventh Dawn, The ..... UA
- Seventh Juror, The ..... For.
- Sex And The Single Girl ..... WB
- Shock Corridor ..... B AA
- Shock Treatment ..... A2 Fox
- Shot In The Dark, A ..... UA
- Siege Of The Saxons ..... A1 Col.
- Signpost To Murder ..... MGM
- Silence, The ..... C For.
- Sin On The Beach ..... For.
- 633 Squadron ..... UA
- Skydivers, The ..... Misc.
- Sllme People, The ..... Misc.
- Smog ..... MGM
- Soldier In The Rain ..... B AA
- Some People ..... A-1
- Son Of Captain Blood, The .... A1 Par.
- Sound Of Music, The ..... Fox
- South Pacific-RE. .... A3 Fox
- Square Of Violence ..... A2 MGM
- Stage To Thunder Rock ..... A2 Par.
- Stark Fear ..... Misc.
- Stolen Hours ..... A2 UA
- Strait-jacket ..... A3 Col.
- Strange Bedfellows ..... U
- Strangler, The ..... B AA
- Summer Holiday ..... A1 A-1
- Summer Magic ..... A1 BY
- Summer Place—Re. .... B WB
- Sunday In New York ..... B MGM
- Surf Party ..... A2 Col.
- Swingin' Malden, The ..... A1 Col.
- Sword In The Stone ..... A2 BY

<b>T</b>	
• Taggart .....	U
Take Her, She's Mine .....	A3 Fox
Tamahine .....	A3 MGM
Tarzan's Three Challenges .....	A1 MGM
Terror, The .....	A2 A-1
• That Man From Rio .....	UA
Therese .....	For.
• These Are The Damned .....	Col.
Thin Red Line, The .....	A3 AA
Three Lives Of Thomasina, The .....	A1 BV
• Three Penny Opera .....	Emb.
Three Stooges Go Around The World In A Daze .....	A1 Col.
Third Of A Man .....	A2 UA
Third Secret, The .....	A3 Fox
Thrill Of It All, The .....	A2 U-I
13 Frightened Girls .....	A1 Col.
• 36 Hours .....	MGM
• Those Crazy Callows .....	
• Those Magnificent Men In Their Flying Machines .....	Fox
• Three Stooges Meet The Gunslingers, The .....	Col.
Thunder Island .....	A2 Fox
Ticklish Affair, A .....	A1 MGM
Tiger Walks, A .....	A1 BV
• Tiko And The Shark .....	MGM
• Time Travelers, The .....	A-1
To Bed—Or Not To Bed .....	A3 For.
To Catch A Thief—Re. ....	A2 Par.
Tom Jones .....	A4 UA
Tomorrow At Ten .....	For. UA
• Topkapi .....	UA
Torpedo Bay .....	A3 AI
Touch Of Hell, A .....	For.
Toys In The Attic .....	A3 UA
• Train 349 From Berlin .....	A2 UA
Traitors, The .....	A1 U
• Train, The .....	UA
• Traveling Lady, The .....	Col.
• Truth About Spring, The .....	U
20,000 Leagues Under The Sea—Re.	A1 BV
Twice Told Tales .....	A2 UA
Twilight Of Honor .....	A3 MGM
Two Are Guilty .....	A3 MGM

<b>U</b>	
• Unearthly Stranger, The .....	A-1
• Under Age .....	AI
Under The Yum Yum Tree .....	A4 Col.
Unsinkable Molly Brown, The ...	A2 MGM

<b>V</b>	
Vertigo—Re. ....	A2 Par.
• Vice And Virtue .....	MGM
Victors, The .....	A3 Col.
• Village Of Daughters .....	MGM
• Visit, The .....	Fox
Viva Las Vegas .....	B MGM
V.I.P.'s, The .....	A3 MGM

<b>W</b>	
Wacky Playboy, The .....	Misc.
Walk A Tightrope .....	A2 Par.
Wall Of Noise .....	B WB
War Is Hell .....	A2 AA
• Watch It, Sailor .....	Col.
Weekend .....	C For.
Werewolf In A Girl's Dormitory ..	A2 Misc.
What A Way To Go! .....	B Fox
Wheeler Dealers, The .....	A2 MGM
• Where Love Has Gone .....	Par.
White Slaves Of Chinatown .....	Misc.
Who's Been Sleeping In My Bed ..	B Par.
Who's Minding The Store? .....	A1 Par.
Wild And Wonderful .....	A1 U
Witch's Curse, The .....	For.
Wives And Lovers .....	B Par.
• Women Of Straw .....	UA
Woman Of The World .....	C Emb.
• Woman Who Wouldn't Die, The ..	WB
World Of Henry Orient, The ...	A2 UA

<b>X</b>	
X—The Man With The X-Ray Eyes	A2 A-1

<b>Y</b>	
Yank In Viet-nam, A .....	A1 AA
• Yellow Rolls Royce, The .....	MGM
Yesterday, Today And Tomorrow ..	B Emb.
• Young Girls Of Good Family ..	Emb.
• Youngblood Hawke .....	A3 WB
Young And Willing .....	A4 U
• Young Fury .....	Par.
Young Go Wild, The .....	For.
• Young Lovers, The .....	MGM
Young Racers, The .....	A2 A-1
Young Swingers, The .....	A1 Fox
• Your Cheatin' Heart .....	MGM

<b>Z</b>	
• Zorba, The Greek .....	Fox
• Zulu .....	A3 Emb.

6316 THRILL OF IT ALL, THE—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy  
 6317 TRAITORS, THE—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English

**COMING**

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones  
 BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee  
 BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks  
 FARGO—Michael Parks, Celia Kaye  
 FATHER GOOSE—(C)—Cary Grant, Leslie Caron  
 FLUFFY—(C)—Tony Randall, Shirley Jones  
 I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet, Andy Williams  
 KILLERS, THE—Lee Marvin, Angie Dickerson, John Cassavetes  
 LIVELY SET, THE—(C)—James Darren, Pamela Tiffin  
 KITTEN WITH A WHIP—Ann-Margret, John Forsythe  
 MARNIE—(TC)—Tippi Hedren, Sean Connery  
 McHALE'S NAVY—(C)—Ernest Borgnine, Joe Flynn  
 SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day  
 STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida  
 TAGGART—(C)—Tony Young, Dan Duryea  
 TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

**WARNER BROS.**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

362 ACT ONE—CD—110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama  
 35B AMERICA AMERICA—D—174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad  
 AUNTIE MAME—C—143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue  
 352 CASTILIAN, THE—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for  
 program—Made in Spain  
 357 DEAD RINGER—D—115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama  
 DISTANT TRUMPET, A—W—117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus ro-  
 mance for ladies  
 361 DR. CRIPPEN—D—98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair Import—English-made  
 366 ENSIGN PULVER—C—104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy  
 FBI CODE—98—D—104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action  
 356 4 FOR TEXAS—CMD—124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice  
 action  
 359 INCREDIBLE MR. LIMPET, THE—C—99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film  
 360 MAN FROM GALVESTON, THE—W—57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler  
 354 MARY, MARY—C—126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit  
 355 PALM SPRINGS WEEKEND—CD—100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for  
 teens and others  
 353 RAMPAGE—D—98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari  
 is interesting drama  
 SUMMER PLACE—D—130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could  
 gross big—Reissue  
 351 WALL OF NOISE—D—112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with  
 horse race background

**COMING FEATURES IN ORDER OF RELEASE**

July ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby

**COMING**

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara  
 CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen  
 MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
 NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker  
 OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page  
 SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda  
 WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made  
 YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

**MISCELLANEOUS**

BEAUTY AND THE BODY—NOV.—70m.—(C)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.  
 BELL, BARE AND BEAUTIFUL—NOV.—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith  
 BLACK LIKE ME—D—107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose—Continental  
 BLOCK, THE—MD—67m.—Lillian Reis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson  
 BLOOD FEAST—MD—73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars  
 BUNNY YEAGER'S NUDE LAS VEGAS—NOV.—69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck  
 spots—Cinema Syndicate  
 CRAWLING HAND, THE—MD—89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.  
 CORRIDORS OF BLOOD—MD—87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Indepen-  
 dent Exchanges  
 GLASS CAGE, THE—MD—84m.—Arlene Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic  
 GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer  
 Bros.  
 INTIMATE DIARY OF ARTISTS' MODELS—NOV.—69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—ikay Beauti-  
 ful  
 MADMEN OF MANDORAS—MD—74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.  
 POINT OF ORDER—DOC.—97m.—Produced by Emille De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on  
 Army-McCarthy hearings has limited appeal—Continental  
 PSYCHOMANIA—MD—90m.—Lee Phillips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mys-  
 tery effort—Victoria  
 SADIST, THE—D—90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.  
 SLIME PEOPLE, THE—MD—60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.  
 SKYDIVERS, THE—MD—75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.  
 STARK FEAR—MD—86m.—Beverly Garland, Skip Homler—5134—(2-19-64)—Spotty effort on an ugly subject—Eills  
 WACKY PLAYBOY, THE—C—63m.—Tommy Raft—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic  
 WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD—84m.—Barbara Lass, Carl Schell—5056 (6-12-63)  
 Okay horror entry—MGM through Independent Exchange  
 WHITE SLAVES OF CHINATOWN—MD—70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary  
 —American Film Dist.

# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- ADORABLE JULIA**—C—94m.—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films
- ALONE AGAINST ROME**—MD-100m.—(TC, Totalscope)—Jefferies Lang, Rosanna Podesta—5135 (2-19-64)—Elaborate Italian-made spectacle—Italian-made; English titles—Medallion
- AND SUDDENLY IT'S MURDER**—C-90m.—(CS)—Alberto Sordi, Dorian Gray, Vittorio Gassman—5135 (2-19-64)—Amusing import—Italian-made; English titles and dialogue—Royal Films Int.
- BANDITS OF ORGOSOLO**—D-98m.—Michele Cossu, Peppedu Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountaintops—Italian-made; English titles—Pathe Contemporary
- BANDITS ON THE WIND**—MD-113m.—(Tohoscope)—Yosuke Natsuki—5135 (2-19-64)—Entertaining Japanese western—Japanese-made; English titles—Toho
- BREAK, THE**—D-80m.—William Lucas, Tony Britton, Eddie Byrne—5135 (2-19-64)—Fast moving import—English-made—Union
- CHALLENGE TO LIVE**—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho
- DIE FLIEDERMAUS**—MUC-107m.—(EC)—Peter Alexander, Marianne Cook—5138 (2-19-64)—Entertaining musical based on Johann Strauss operetta—German-made; English titles—Casino
- DOLL, THE**—D-100m.—Per Oscarsson—5138 (2-19-64)—Off-beat art house entry—Swedish-made; English titles—Kanawha Films
- DON'T TEMPT THE DEVIL**—D-106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO
- DOULOS THE FINGER MAN**—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary
- FIANCES, THE**—D-84m.—Carlo Cabrini, Anna Canzi—5138 (2-19-64)—Fair import—Italian-made; English titles—Janus
- FIRE WITHIN, THE**—D-110m.—Maurice Ronet, Lena Skerla—5138 (2-19-64)—Fair import—French-made; English titles—Gibraltar
- GIVEN WORD, THE**—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed in Brazil; English titles—Lio:ex
- GRAND OLYMPICS, THE**—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times
- GUEST, THE**—D-105m.—Alan Bates, Donald Pleasance, Robert Shaw—5138 (2-19-64)—Interesting drama—English
- HIGH AND LOW**—MD-142m.—Toshiro Mifune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles—Continental
- INVITATION TO MURDER**—MD-65m.—Robert Beatty—Ok v private investigator programmer—5127 (1-22-64)—English-made—Atlantic Pictures
- KNIFE IN THE WATER**—D-95m.—Leon Niemczyk, Iolente Umecka—5127 (1-22-64)—Compelling psychological drama for art spots—Polish; English titles—Kanawha
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MISTRESS FOR THE SUMMER, A**—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films
- MODERATO CONTABILE**—D-95m.—Jeanne Moreau, Jean-Paul Belmonde—5127 (1-22-64)—Dull import—French-made; English titles—Royal Films Int.
- NIGHT WATCH, THE**—D-118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion
- NO, MY DARLING DAUGHTER**—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.
- OF WAYWARD LOVE**—COMP-91m.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary
- OF WOMEN AND PLEASURES**—COMP-116m.—(CS)—Michel Simon, Dany Saval, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed in English—Union
- ORGANIZER, THE**—D-126m.—Marcello Mastroianna, Renato Salvatori, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles—Continental
- PANIC BUTTON**—C-90m.—(Totalscope)—Maurice Chevalier, Jayre Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates
- RED LIPS**—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.
- SERVANT, THE**—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering is unpleasant but fascinating—Landau Company—English-made
- SEVENTH JUROR, THE**—D-90m.—Bernard Blier, Daniele Delorme—5139 (2-19-64)—Well-made murder drama—French-made; English titles—Trans-Lux
- SILENCE, THE**—D-95m.—Ingrid Thulin, Gunnel Lindholm—5139 (2-19-64)—Adult, off-beat Ingmar Bergman entry will cause talk—Swedish-made; English titles—Janus
- SIN ON THE BEACH**—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.
- THERESE**—D-107m.—Emmanuele Riva, Philippe Noiret—5127 (1-22-64)—Fair offering for art spots—French-made; English titles—Pathe
- TO BED—OR NOT TO BED**—CD-103m.—Alberto Sordi—5127 (1-22-64)—Well made import—Italian-made; English titles—Continental
- TOMORROW AT TEN**—D-80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor
- TOUCH OF HELL, A**—D-87m.—Anthony Quayle, Sarah Churchill—5143 (3-4-64)—Fair import—English-made—Governor Films
- WEEKEND**—D-84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.
- WITCH'S CURSE, THE**—FAN-79m.—(C)—Kirk Morris—5139 (2-19-64)—Strictly for the duallers—Italian-made; dubbed in English—Medallion
- YOUNG GO WILD, THE**—MD-88m.—Christian Wolff, Heidi Brühl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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## FEATURE FILMS PRODUCTION NUMBERS and NATIONAL RELEASE DATES 1962-'63 and 1963-'64 SEASONS

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

### Allied Artists

6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry Of Battle	Oct.
6308	War Is Hell	Dec.
6309	Gun Fight At Comanche Creek	Nov.
	Year Of The Tiger	Nov.
6401	Soldier In The Rain	Dec.
6402	A Yank In Viet-Nam	Feb.
	Now It Can Be Told	March
6403	The Strangler	April
6404	A Life In Danger	Feb.
6405	The Secret Door	Mar.
6407	The Naked Kiss	May

### American-International

801	Dementia #13	June
802	The Mind Benders	April
803	Operation Bikini	March
804	The Terror	July
805	The Young Racers	May
806	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	Evil Eye	May
815	Black Sabbath	May
816	Pyro	Nov.
817	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.
818	Some People	June
819	The Comedy Of Terrors	Jan.
820	Under Age	June
822	Commando	Feb.
823	Torpedo Bay	Feb.
A01	Muscle Beach Party	March
A02	Goliath And The Vampires	April
A03	Last Man On Earth	April
A04	The Uneathly Stranger	June
A05	Masque Of The Red Death	June
A06	Bikini Beach	July
A07	The Time Travelers	Aug.
A08	Voyage To The End Of The Universe	Aug.
A09	Day The Earth Froze	April

### Buena Vista

140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

### Columbia

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
708	Requiem For A Heavyweight	Oct.
709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Dinners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Argonauts	June
001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Oct.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
	Siege Of The Saxons	Sept.

007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Man	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.
	Lileth	March
	Swingin' Malden	March
	Psyche 59	April
	The Quick Gun	April
	Devil Ship Pirates	May
	The Crimson Blade	May
	Bridge On The River Kwai—Reissue	May
	The Long Ships	June
	Hey There, It's Yogi Bear	June

### Embassy

Face In The Rain	March
The Bear	March
Passionate Thief	April
Aphrodite, Goddess Of Love	April
The Light Fantastic	April
Landru	May
Young Girls Of Good Family	June
The Three Penny Opera	Sept.
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.

### MGM

401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	Sept.
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	Nov.
406	Hootenanny Hoot	Aug.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
S421	Any Number Can Win	Feb.
	MGM's Big Parade Of Comedy	March
	Gladiators Seven	May
412	The Prize	Dec.
	Children Of The Damned	Jan.
	A Global Affair	Jan.
	Sunday In New York	Feb.
	Mail Order Bride	Feb.
	Of Human Bondage	Feb.
	Seven Faces Of Dr. Lao	April
	Kissin' Cousin	April
	Tamahine	April
	Night Must Fall	April
	Rhino	May
	Golden Arrow	May
	Gladiator's Seven	Nov.
	Viva Las Vegas	June
	How The West Was Won	June
	The Unsinkable Molly Brown	July
	Looking For Love	July
	Honeymoon Hotel	Aug.
	Night Of The Iguana	Aug.

### Paramount

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
6314	Law Of The Lawless	May
6315	The Carpetbaggers	May
6316	Paris When It Sizzles	April
6317	Son Of Captain Blood	May
6318	Paris Pick-Up	Oct.
6319	Becket	April
	The Fall Of The Roman Empire	May
	Lady In A Cage	June
	Robinson Crusoe On Mars	June
	Stage To Thunder Rock	June
	Walk A Tightrope	June

### 20th-Fox

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	Dec.
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.

323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.
401	Man In The Middle	Jan.
	Surf Party	Jan.
	Shock Treatment	Feb.
	Eyes Of Anne Jones	Feb.
	The Third Secret	March
	The Curse Of The Living Corpse	April
	Horror Of Party Beach	April

### United Artists

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	Sept.
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	April
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	July
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6322	McClintock	Nov.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	Oct.
	Tom Jones	Feb.
6402	Kings Of The Sun	Dec.
	Ladybug, Ladybug	Jan.
6406	One Man's Way	Feb.
6403	The Pink Panther	March
	Flight From Ashiya	April
	From Russia With Love	April
	The Best Man	May
	World Of Henry Orient	June
6410	For Those Who Think Young	June
6412	633 Squadron	June
	The Seventh Dawn	July
	A Shot In The Dark	July

### Universal

6301	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
6308	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug.
6317	The Traitors	Aug.
6318	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
6401	Charade	Jan.
	Young And Willing	Jan.
6404	Dream Maker, The	Feb.
6405	Man's Favorite Sport?	Feb.
	The Gunhand	Feb.
6406	Hide And Seek	Mar.
6407	Captain Newman, M.D.	April
6408	He Rides Tall	April
6409	The Brass Bottle	May
6410	The Raiders	May
6413	The Chalk Garden	June
6414	Evil Of Frankenstein	June
6415	Nightmare	June

### Warners

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Giant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castilian	Sept.
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
358	America, America	Feb.
359	The Incredible Mr. Limpet	March
357	Dead Ringer	Feb.
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
362	Act One	April
	Distant Trumpet	May
364	FBI Code-9B	June
366	Ensign Pulver	July
	Robin And The 7 Hoods	July

# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

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## THEATRE JANITOR SERVICE

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DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE SERVICE; no obligation. High quality; low prices. WESTERN ELECTRONICS CO., 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A {WO}MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**THEATRE JOB WANTED.** 23 years old, single, nine years experience in booth. Would like to train for manager, indoor or drive-in. Western states preferred. BOX D520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**MANAGER NEEDED,** large South Florida area. Experience only. Bondable. FEDERAL DRIVE-IN THEATRE; South U. S. #1, Pompano Beach, Florida. (520)

**MANAGER.** Currently working. Experience with three large New York City theatre chains. Knowledge all phases theatre management and operation. Desires Northeastern states. BOX B527, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EXPLOITATION-MINDED MANAGER,** baaker, art house operator-owner. Now earning \$200 week. Desire change. Eastern Penna., N. J., or Florida BOX C527, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**THEATRE MANAGERS:** Experienced, aggressive, promotion-minded, needed for small, large situations with large Western Pennsylvania circuit. Good future for right man. Send résumé giving age, experience and references. BOX B520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EXPERIENCED THEATRE** general manager born to the business. Knows booking, buying, promotion, all facets theatre operation. Interested New York metropolitan theatre or distribution situation. Résumé on request. BOX E520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**EXPERIENCED MANAGER** available. 20 years experience in all phases theatre operation, including concession. N.Y.C., Bronx or Westchester. BOX A520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**MANAGER,** conventional, needs position. Prefer Fairfield County, Conn. 20 years experience. Honest, sober, reliable, good references. Age 42, married. Contact L. H. JACOBSON, 28 Jaumire Rd., Bridgeport, Conn. 06606. (63)

**MANAGER,** 16 years with Century Theatres, now retired, wants position as relief, preferably Saturday and Sunday. BEN MINDLIN, 83-20 98th St. (5-D), Woodhaven 21, N.Y. (63)

**EXPERIENCED MANAGER WANTED.** Minneapolis downtown theatre. Contact MR. KLIMAN, Berger Amusement Co., 317 Plymouth Bldg., Minneapolis, Minn. 55402. (63)

**POSITION REQUIRED:** Assistant manager, middle west, will relocate from Detroit. Currently employed, excellent references. RAMON A. LAESSER, 94 Highland, Highland Park 3, Mich. (63)

**MANAGER,** 20 years experience, indoor and outdoor, small and large towns, all phases, advertising and promotion. Prefer southern Indiana or Illinois. Excellent references. LARRY WATERS, 825 Shelby St., Vincennes, Ind. (63)

**WANTED:** Experienced theatre manager. Many benefits, including retirement plan. Apply WALTER READE-STERLING, INC., Mayfair House, Deal Road, Oakhurst, N. J. (63)

**MANAGER AVAILABLE** for deluxe operation only. Experienced in all phases, indoor, art, drive-in. 24 years experience with two companies. BOX C520, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**NOW WORKING!** Prefer Florida indoor theatre. Go anywhere. 15 years indoor-drive-in experience. Considerate employer preferred to high wages. Start \$110 weekly take home pay. BOX A527, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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**'64 CAMPAIGN NOW ON**  
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MOTION PICTURE

# EXHIBITOR

JUNE 10, 1964

Volume 71

Number 22

IN TWO SECTIONS • THIS IS SECTION ONE



## Second Trust Suit Against "Showcase"

(See Page 6)

## NGC Prepares For Production

(See Page 7)

George Weltner was elected last week as new president of Paramount Pictures Corporation. At the same time, Barney Ebalan moved up to the post of board chairman, with Adolph Zukor becoming Chairman Emeritus of the board. Story on page 6.

**THE SIN OF SILENCE . . .** see editorial—page 4

“ZULU”

IS ON FIRE

PARSONS INTERNATIONAL FILMS, INC.

J. E. PERKINS  
PRESIDENT

Mr. Joseph Levine  
Embassy Pictures Co.  
New York, N. Y.

May 25, 1964  
4/5/124

Dear Joe:

**BREAKS  
EVERY  
BOXOFFICE  
RECORD  
IN  
GREAT BRITAIN!**

As of April 25, 3,268,056 people in Great Britain had paid admission to see ZULU in a total of 224 theatres. With at least 1,200 to 1,300 theatres to go, you can guess what the final total will be. I am sure that we will set a new record for the percentage of the population in Great Britain who will have seen ZULU before the year is out.

With best regards,

Sincerely,

*Jim*

JEP:MPC

**IT'S A BOXOFFICE LULU...ZULUPALUZ**

—Playboy

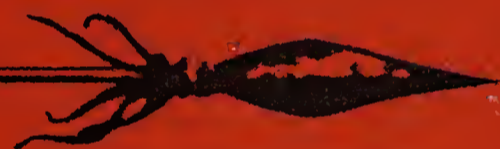
—Walter Winchell

# ROUND THE WORLD!



## **McCALL'S** Tells Millions of Women!

What makes a better movie than a strong, rugged hero fighting a good fight? Two strong, rugged heroes fighting each other. The striking of strong male wills against each other has never lighted up a screen quite the way it does in ZULU, the most spellbinder of the year. Stanley Baker and Michael Caine, brilliant newcomer, stage a spectacular duel of wits and character against an incredible, but true, background!"



## **LAYBOY** Tells Millions of Men!

ZULU is a lulu—a Technicolor, Technirama torrent of action that really is colossal! It's carried off with more imagination, sweep and excitement than any similar saga. ZULU is a treat for eye, ear and scalp!"



## **WALTER WINCHELL** Tells Millions of Men and Women!

ZULU (a Zulupaluzza) rates an Africademy Award!"

**NOTE:**  
Two-color 40 x 60 with these quotes available June 22nd. *Gratis*—as long as supply lasts. Send requests to Advertising Dept., Embassy Pictures Corp., Time & Life Building, Rockefeller Center, New York, N. Y., 10020.

**SPELLBINDER!** ...from JOSEPH LEVINE

—McCall's

**EMBASSY** PICTURES CORP.

## The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonemaker, feature editor; Mel Konecuff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 71 • No. 22

JUNE 10, 1964

### ZUKOR TO BALABAN TO WELTNER—QUITE A TEAM

ONE OF THE FIRST important developments of the motion picture industry was the creation of Paramount Pictures under the guidance of Adolph Zukor. Now Zukor is the unchallenged elder statesman of the industry and through the years has retained the respect, admiration, and affection of all who love the movie business.

Last week, Zukor was elevated to the post of Chairman Emeritus of the Paramount Board of directors. At the same time, Barney Balaban, a former exhibitor, moved up to the board chairmanship from the presidency of the company. Balaban has proved himself through the years to be an executive of rare ability and a human being of giant accomplishments. Few men have given so much of themselves to their industry, their country and their fellow human beings. Balaban has always been a sincere, energetic, generous, and wonderfully human man with a personal code of ethics that has won him friends and respect all over the world.

Paramount Pictures, in all the years of its existence, failed to declare a dividend only once. There is a fitting tribute and something in which the top brass can take pride. Paramount's

future is very bright indeed. MOTION PICTURE EXHIBITOR is not out on a limb when we say the company's stock is an extremely good buy, and its dividend future seems assured.

Now, the new president and chief executive officer is George Weltner, an experienced industry leader of proven ability who knows world-wide distribution intimately as a result of long years in every phase of management. He will carry Paramount forward into a future that promises to be richer than its colorful past. Weltner is not a talker, but a doer. He has the knowledge, the desire, and the drive to advance boldly on the corporate foundation prepared by Zukor and Balaban.

Exhibitors can be assured that the company is headed by a man who will insist on fair treatment for buyers and sellers. Weltner is a man who understands their problems and who is dedicated to the growth and prosperity of the entire motion picture industry.

Paramount is in good hands. Zukor, Balaban, and Weltner are quite a team.

### THE SIN OF SILENCE

IF YOU ARE NOT for yourself, who will be for you? Can you afford the luxury of being a nonentity? When you are silent about policies and problems that are vital to the welfare of the motion picture industry, your silence affects others as well as yourself.

Many times, when we are asked to take an editorial stand against a policy which many consider to be unfair, we will ask the complaining theatremen whether he has put himself on record against it. All too often, he hides behind this alibi: *"Even if I do complain and talk up, I doubt if it will make much difference."*

How important is a single voice? Remember, if enough single voices join together, the chorus can be deafening. You are far better off to be conspicuous by your actions than by your silence.

It is well to remember that tomorrow never comes. If the times cry for action, don't wait. In addition to possible solutions to serious problems, action also provides a full measure of pride in standing up for the right. It is the exhibitor who stands up for his rights that will attain these rights.

Many theatres are closing. Many theatres have closed. The backlash from these business failures are felt by entire communities. The jobs that disappear are not replaced. The dark marquee can turn a bustling, busy community into a nighttime ghost town.

Everyone will agree that distribution too has its problems. Take the practice of blind bidding, which most in the motion picture industry agree is a definite evil. Distributors say that they are forced to adopt the practice because of impatient

theatremen. Faced with never-ending competition for screen time and ever-rising production costs, distributors cannot permit themselves to be shut out of the market. The argument makes sense.

Finally, this problem is being met by action. Men are becoming vocal and are standing up to be counted. The result, while not yet conclusive, is promising. Distributors have agreed to abandon blind bidding demands if the action is unanimous. This is an important step forward in distributor-exhibitor relations.

The lesson to be learned is that it does no good to wait around in the hope that something lucky will happen. Exhibitors, like everybody else, must make their own luck. When theatremen put their voices and their efforts together, progress is possible. When men of purpose agreed that blind bidding was equivalent to "blind fleecing" and business frustration, the climate for accomplishment was created.

We see the signs that one exhibitor organization, speaking out for theatremen everywhere, is moving from the realm of dreams to that of possibility. It is good to remember that such a group will be only as strong as the individual exhibitor supporting it.

A story is told of a youngster who went to the circus and was bewildered at seeing a little man with a small stick making a giant elephant do all kinds of tricks. *"How come?"* he asked his father. Pop answered, *"If the elephant knew how strong he was, he could wreck the whole circus."* Take it from there.

Determination, perseverance, and enthusiasm can lick any problem. Silence is not golden. Silence is just plain yellow.

# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

Roger A. Ellul, 28, who with his father, Joseph A., were operators of the Family and Empress, Detroit, and the outdoor Mt. Clemens, Mt. Clemens, died. He was a member of Variety Club of Detroit, Tent 5. Survivors are his wife, two sons, and his parents.

Matthew M. (Matty) Fox, 52, a director of Subscription Television, Inc., board chairman of Subscription Television Programs, Inc., and head of Tollvision of America, Inc., died at his New York home. Surviving is his widow. His film industry career included association with Universal, United World Films, United Artists and Skiatron.

Harry Hamill, 73, father of Terry Hamill, United Artists still department, died in Brooklyn, N. Y., of a heart attack.

Irwin S. Joseph, 57, member of a pioneer industry family, and head of Modern Film Distributors, Chicago, died at his home. He operated the Hilltop Drive-In, Joliet, Ill. Survivors include his wife, mother, daughter, son, and grandson.

David Rosenzweig, 80, former exhibitor, died in San Francisco. He is survived by his wife, two daughters, and a son. At one time, he was a partner in a circuit operating in the Bronx known as Rosenzweig and Gulkis.

Myer Rothman, 79, father of Mo Rothman, executive vice-president, Columbia Pictures International, died in Montreal, Canada. He is also survived by three other sons.

Steven B. Trilling, 61, former vice-president of Warner Brothers, died in his sleep at his Bel Air, Calif., home. Born in New York City, he began his industry career with the Keith-Albee Circuit, joining Warner Brothers in 1928. He is survived by his wife, a daughter, four brothers, and a sister.

### Gold Bands

Lois Rinzler, daughter of Dr. and Mrs. Seymour Rinzler, and granddaughter of Samuel Rinzler, president, Randforce Amusement Corporation, Brooklyn, N. Y., was married on June 7 to Dr. Paul Davis.

### SW Surrenders Leases

OKLAHOMA CITY—The Cooper Foundation announced that it had accepted from Stanley Warner Theatres the surrender of the latter's lease agreements for an undisclosed consideration. These leases, which would have run until June 30, 1970, covered the Midwest Theatre, the Warner Theatre, and the Sooner Theatre, all in Oklahoma City.

The Foundation announced it would continue operating under present policies the Midwest and Sooner Theatres. The Warner Theatre, which is now closed, will not be reopened immediately.

All three theatres will be offered for sale in line with the Foundation's policy of concentrating its theatre holdings in the Denver-Colorado Springs-Greeley area; Omaha and Lincoln, Neb.; and Minneapolis.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 8

## Press Jets To Europe To Check Fox Roadshows

NEW YORK—Representatives of the nation's press left on a week-long jet tour to three 20th Century-Fox roadshow attractions shooting in Salzburg, Rome, and London. Marking the first press flight of its kind in the history of the industry, it will visit the production sites of "The Sound of Music," "The Agony and the Ecstasy," and "Those Magnificent Men in Their Flying Machines, or: How I Flew from London to Paris in 25 Hours and 11 Minutes."

The 132 members of the European charter tour include newspaper amusement editors from 45 Todd-AO cities in the U.S., syndicated columnists, and editors and press representatives from national magazines, network television and radio, and the trade press.

The shooting of these Todd-AO pictures is the first time any company has had three roadshow attractions filming simultaneously, all to be released in the same year. The press will meet with the stars and directors. They will return to New York on Sunday, June 14.

The Todd-AO cities represented are Birmingham, Seattle, Portland, Ore., Salt Lake City, San Diego, Denver, San Francisco, Oakland, Montreal, Vancouver, Toronto, Rochester, Cleveland, Syracuse, San Antonio, Fort Worth, Houston, Detroit, Albany, Philadelphia, Boston, Washington, Des Moines, Chicago, St. Louis, Memphis, Minneapolis, Omaha, Dallas, Pittsburgh, Columbus, Ohio, Cincinnati, Kansas City, Los Angeles, Baltimore, Akron, Milwaukee, Hartford, New Orleans, Norfolk, Indianapolis, Richmond, Charlotte, and New York.

## THE FRIENDLY COMPANY

MGM deserves a round of applause from every exhibitor. The company is currently placing trade ads announcing their big holiday attractions for Thanksgiving and Christmas.

Turkey Day will welcome "THE OUTRAGE," starring Paul Newman, Laurence Harvey, Edward G. Robinson, and Claire Bloom. Christmas will usher in the "THE AMERICANIZATION OF EMILY," starring James Garner, Julie Andrews (Broadway's "My Fair Lady"), and Melvyn Douglas.

The ads ask exhibitors to hold holiday playing time for these top features. More important, they advise that trade screenings will be held in the near future. This appears to be a giant step in the commendable effort to avoid blind bidding, which all elements in the industry admit is an unfair trade practice.

Take a bow MGM. Once again, you have shown yourself to be the "Friendly Company."

JAY EMANUEL



## BROADWAY GROSSES

### Weather, Visitors Assist

NEW YORK—Visitors and the weather provided a boost for Broadway first-runs, with one opening joining a flock of holdover dates. According to usually reliable sources, the breakdown was as follows:

"HONEYMOON HOTEL" (MGM). Paramount reported \$21,000 for the opening week.

"THE CHALK GARDEN" (U). Radio City Music Hall, with stage show, took in \$113,000 for Thursday to Sunday, with the third week garnering \$181,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille reported \$20,000 for the 11th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama) Warner Cinerama did \$20,000 for the 29th week.

"BECKET" (Paramount). Loew's State announced that the 13th week was \$21,000.

"THE PINK PANTHER" (UA). Astor reported \$13,500 for the second "Showcase" week.

"THE BRIDGE ON THE RIVER KWAI" (Columbia). Victoria announced \$13,000 for the second "Showcase" week.

"WHAT A WAY TO GO" (20th-Fox). Criterion claimed a fine \$34,000 for the fourth week.

"CLEOPATRA" (20th-Fox). Rivoli announced \$12,000 for the 52nd week.

"A DISTANT TRUMPET" (WB). RKO Palace reported \$10,000 for the second "Showcase" week.

### Indoor-Outdoor Set

DES MOINES—Plans for construction of a combination indoor-outdoor theatre to be located between Des Moines and West Des Moines were announced by Richard L. Davis and Clay Rusk. The two men also operate the Pioneer Drive-In, Des Moines.

The project is expected to cost approximately \$350,000. The indoor theatre will be of the "luxury" type and seat 600, while the outdoor will have space for about 850 cars.

Both theatres will have facilities to show 35 and 70-millimeter film. Both theatres are expected to be ready about Sept. 1.

### Col. Earnings Rise

NEW YORK—A. Schneider, president of Columbia, reports that net earnings for the nine months ended March 28 show an increase to \$1,598,000 or 85 cents per share, from the \$1,160,000 or 59 cents per share earned in the corresponding period of fiscal 1963.

### U Declares Dividend

NEW YORK—The board of Universal Pictures declared a quarterly dividend of 25 cents per share on the common stock, payable on June 27, to stockholders of record on June 17.



# Weltner Named Para. President

Balaban Board Chairman,  
Zukor Chairman Emeritus;  
Financial Position Strong;  
Films To TV Deal Reported

NEW YORK—The election of George Weltner as president and chief executive officer of Paramount Pictures Corporation was announced by the board of directors of the corporation following a meeting at the conclusion of Paramount's annual meeting of stockholders.

Barney Balaban, president of Paramount Pictures since 1936, becomes chairman of the board of directors. In this position, he replaces Adolph Zukor, a founder and former president of Paramount, who has been designated Chairman Emeritus.

The board of directors accompanied its announcement with the following statement: "Paramount is fortunate to have a man of Mr. Weltner's stature and abilities as its president. He has dedicated his entire career to the corporation, developing over the years a knowledge and awareness of the motion picture industry and conditions within it that are uniquely valuable to an executive in his position. In recognition of his great strength of character, his fine leadership abilities, his loyalty and creative imagination, we take pride in elevating him to Paramount's highest office.

"In recent years, Mr. Weltner has played a major role in all areas of Paramount's activities, particularly in recruiting many of the world's most outstanding independent producers and production companies under the Paramount banner. We are confident that, as president, he will guide the corporation to continued success and prosperity."

The board's statement continued: "There is no way in which we can fully acknowledge our gratitude and appreciation to Barney Balaban for all that he has accomplished in 28 years as president of Paramount Pictures. For some time, Mr. Balaban has expressed a desire to lighten his responsibilities, after more than 50 years in the motion picture industry. In 1936, he took over the leadership of Paramount in a critical period. He has dedicated every waking hour to building Paramount into a financially secure and respected company in the entertainment industry. Not only for his contributions to Paramount, but also for his services to the motion picture industry and to countless philanthropic and cultural causes, Barney Balaban has earned the admiration and respect of all who have known him.

"Mr. Barney, as he is affectionately known to his many friends and business associates, will continue to serve the company with undiminished drive and enthusiasm. We look forward with confidence to the many contributions he has still to make to Paramount Pictures as board chairman.

"Adolph Zukor, founder of our company, will continue to serve the corporation as Chairman Emeritus. We could never begin to describe the contributions he has made through more than half a century of service to Paramount and to the motion picture industry. His courage and foresight continue through bad times and good times. Our earnest hope is that he will continue as in the past to serve Paramount and the industry."

Weltner was previously executive vice-



BARNEY BALABAN

president of Paramount Pictures, a newly appointed office to which he was elected in June, 1962. Joining Paramount in 1922, following his graduation from Columbia University, he held a number of key foreign assignments for the company before becoming president of Paramount International Films in 1945. In March, 1955, domestic and foreign distribution were combined into one single operation under Weltner's direction, and he was subsequently named vice-president in charge of world sales. He has been a member of the board of directors of Paramount Pictures Corporation since 1945.

In his statement to the stockholders, Balaban said: "Our 1964 first quarter saw your company realize net income of \$1,041,000. In addition, we had an investment profit of \$723,000. . . . Indications are that the second quarter may be comparatively satisfactory.

"As of now, we have organized a production program that takes us well through 1965. I can assure you that your management will continue to work relentlessly to develop a strong production and releasing program on a long-range basis and on a solid foundation. . . .

"We recently completed an agreement with the National Broadcasting Company for the leasing of 30 of our post-1948 features for approximately one year. NBC has options for two additional years for 30 more pictures each year, with significant price increases. Under the arrangement with NBC, the network will televise these features on its Wednesday and Saturday night movie programs, re-broadcasting about 20 of the films in order to obtain a year of programming. NBC will pay in excess of \$8,000,000 gross revenue for the network rights to this first group of films. We will receive revenue from the NBC leasing agreement as the pictures are played on television. We retain all other existing rights to these features, including their distribution to individual stations on a world-wide basis, so that their potential as a source of additional revenue is substantial.

"We expect to complete plans for the global syndication of these most valuable assets through our subsidiary, Paramount Television Productions, Inc. A continuing flow of revenue is anticipated from this source for a number of years."

Balaban stated that subsidiaries such as Plautus Productions, the company producing many successful network television shows, are

(Continued on page 17)

## Second Anti-Trust Suit Filed Against "Showcase"

NEW YORK—The second anti-trust suit aimed at The New York Showcase system of releasing was filed in Federal Court by Anfour Enterprises, which is headed by Max A. Cohen, and operates the New Amsterdam on West 42nd Street.

The first action aimed at stopping the Showcase policy was recently filed by Beathercorp, Inc., operator of the Beacon, in Manhattan. Beathercorp is a Harry Brandt operation.

Named by Anfour were United Artists, MGM, Warner Brothers, Universal, 20th-Fox, and Columbia.

Unreasonable restraint of trade and conspiracy are charged in the complaint; and it is claimed that the New Amsterdam "has been reduced in status to a subsequent run theatre, has lost reputation and prestige as an early run theatre, has lost drawing power, and has lost the profits and receipts which it would have achieved."

The plaintiff claims the New Amsterdam has suffered monetary damage of approximately \$150,000, with the "current weekly damage" placed at approximately \$7,000.

Temporary and permanent injunctions are asked to restrain the defendants "from effecting unreasonable agreements and otherwise conspiring in restraint of trade and commerce in the licensing of feature motion pictures in the New York metropolitan area," and urging that the defendants be restrained "from distributing motion pictures by the Showcase plan." The suit asks that the court direct the defendants "to offer to license or to make feature motion pictures available to the New Amsterdam not later than the initial exhibition in a neighborhood theatre in the New York metropolitan area."

Treble damages of "not less than \$450,000" are sought.

## Graff Joins NGC

BEVERLY HILLS, CALIF.—Richard B. Graff, for more than 18 years with Universal Pictures, joined National General Corporation in an executive capacity, it was announced by Eugene V. Klein, NGC chairman and president.

Graff, who will act as assistant to executive vice-president Irving H. Levin, will be active in all phases of NGC's various operations and interests with particular emphasis on the company's recent entry into motion picture production and closed circuit color theatre television.

For the past year at Universal, Graff was assistant to vice-president and general sales manager Henry H. Martin.

## B'nai B'rith Honors Levin

NEW YORK—At the 112th convention of eastern district of B'nai B'rith, Jack H. Levin, president of Certified Reports and chief barker of Tent 35, International Variety Clubs, received the highest honor for 25 active years of service in the Order. He was elected by some 400 delegates, representing over 50,000 members, to the honored post of chief justice of the B'nai B'rith Court.

## AA Cuts Operating Loss; Looks To Year-End Profit

NEW YORK—S. Broidy, president of Allied Artists, announced that the operations of the company and its wholly owned subsidiaries for the 39 weeks ended March 28, as shown by the books without audit, resulted in a net loss of \$161,000. This compared with a net loss for the corresponding period in the previous year of \$1,200,000.

Broidy stated that it is anticipated the company's operations for the fourth quarter, as well as for the full fiscal year ending June 27, will show a profit.

In addition to the above loss, the company has increased by \$490,000 its provision for prior years' federal income taxes, thus bringing the accumulated provision as of March 28 to \$1,490,000. Such addition was made because a settlement has been reached with the Internal Revenue Service with respect to the years 1949 through 1953; and a settlement for the years 1954 through 1957 is being negotiated.

The gross income for the 39 week period amounted to \$11,017,000, as compared with \$13,584,000 for the same period in the previous year.

Allied Artists has acquired a package of 23 foreign language feature films, primarily for television distribution in the United States, it was announced.

The films, none of which have been shown in the United States, will be dubbed in English prior to exposure. Among the credits included in the package of motion pictures are Italian director Vittorio De Sica and stars Sophia Loren and Gina Lollobrigida.

A number of the features are considered to be especially suitable for theatrical use and will be put into general theatrical distribution domestically by Allied Artists before being offered to the television market.

Negotiations have been concluded on a worldwide production-distribution deal involving 12 motion pictures it was announced jointly by Broidy and Al Zimbalist, president of the Zimbalist Company.

Allied Artists' pact for global distribution is an implementation of the company's recently announced format to step up its deals for the release of product by independent filmmakers, it was pointed out by Broidy.

William Porter, whose duties at Allied Artists have recently included special assignments for the office of vice-president Roger Hurlock, moves up to the position of assistant to Hurlock.

Porter has been with Allied Artists since the original formation of Monogram about 1937—initially at the Philadelphia exchange, and subsequently as traveling operational auditor in the branches. Since 1961, he has been engaged at the studio in analytical and statistical studies.

## Fisher To Para. Studio

NEW YORK—Ed J. Fisher has been appointed studio publicity manager of Paramount Studios it was announced by Bob Goodfried, studio publicity director.

Fisher will replace Mac St. Johns, who resigned the studio post to become editor of the trade paper, The Hollywood Reporter.

The newly-appointed publicity manager has resigned his current position with Universal Studios, where he is national newspaper publicity representative.

# NGC Plans At Least Five Features In Production Schedule By Autumn

## DeLaurentiis' "The Bible" Being Shot In D-150

NEW YORK—Marshall Naify, president of D-150, Inc., stated that final arrangements have just been concluded for Dino De Laurentiis to produce "The Bible" in the new process, D-150.

D-150 is the newest development in deeply curved wide-screen motion picture processes.

Naify recently returned from Rome where "The Bible" is being filmed at the new De Laurentiis Studios. He stated that De Laurentiis was thrilled with the results of the early work and rushes.

## Expanded Insurance Plan Bonus To Allied Members

DETROIT—Another bonus for members of Allied States Association of Motion Picture Exhibitors has been announced by executive director Milton H. London.

On July 1, Personal Accident Insurance will be added to the Allied Group Life Insurance Program.

There will be no increase in the modest premiums paid by Allied members for the life insurance coverage, and the additional benefit will be paid for entirely by Allied as a bonus of Allied membership and participation in the Allied Group Life Insurance Program.

The Prudential Insurance Company of America will issue Personal Accident Insurance policies to the individual Allied members in the amount of coverage, up to \$10,000, which the member has under the Allied Group Life Insurance Program. Those 60 years of age or older will be provided with two and a half times as much Personal Accident Insurance as they carry in the regular Allied Life Insurance Program.

The Allied Group Life and Personal Accident Insurance is available to all Allied members and their employees under the age of 60 for only \$1 a month for each \$1,000 of life insurance. The rate is slightly higher for those 60 and older. There is no age limit. No medical examination is required of new members and employees if application is made within 90 days of membership or employment.

## Woolner Maps Saturation

LOS ANGELES—Woolner Bros. Pictures, Inc., announce finalization of plans for one of the largest saturation booking schedules in their 10 year history to date. Duo bill combo, Edgar Allan Poe's "Castle of Blood" and "Hercules in the Haunted World," will be launched in 50 key test situations this month.

Spearheading program is a five-state saturation in Louisiana, Mississippi, Alabama, Florida, and Ohio, to be handled through gulf State Theatre circuit in Louisiana; Carl Floyd and Wilmetco Circuit in Florida; and Twin Drive-In circuit covering Cincinnati area.

NEW YORK—National General Corp. will have at least five feature pictures in production or pre-production by next fall, two of which will be announced within three weeks, Irving H. Levin, executive vice-president of the Los Angeles-based diversified theatre circuit company, told industry leaders at a meeting of the Cinema Lodge of B'nai B'rith in New York City.

Need for modern answers to current industry problems, unhampered by unbending traditions and precedent, was the underlying theme of Levin's remarks to an audience of entertainment industry veterans.

Helping alleviate the dearth of good film product, Levin indicated, is but one way National General is gearing to today's needs. His company's closed circuit experience with its own presentation of the Beatles and MCA's coverage of the Indianapolis "500" effectively demonstrated, he pointed out, that a theatre audience is enthusiastically caught up in the action on big-screen theatre television. Special interest groups will pack theatres, he said, for sports or cultural events expressly directed to them.

Exhibitors country-wide have pressed NGC to become part of the Theatre Color-Vision network, Levin noted, but the company had remained uncommitted until equipment was letter perfect. In the meantime, he added, Theatre Color-Vision has been lining up the nation's outstanding closed circuit programming, to which the addition of an important sports event will be announced shortly.

The motion picture industry, Levin told his audience, must live in the present and anticipate the future. Radio, he pointed out, is now enjoying its most profitable years because it met competition by defining its own unique role and then exploiting that role to the fullest. The motion picture industry, he predicted, will rise higher than ever before, "as soon as we determine how we can best answer human needs—and then go all out to intelligently exploit our own particular advantages."

## Jackter's Personal Approach

NEW YORK—Declaring that there is "nothing so important in a sales operation as the personal approach," Columbia Pictures vice-president and general sales manager Rube Jackter announced that every branch employee in each of Columbia's 35 branches had received a personal briefing on the company's coming 40th anniversary sales and billing drive via a message recorded by him for simultaneous playback.

The Columbia sales chief said that the idea of a personal message via transcription had been devised as a way of "making it clear that the combined efforts of every branch employee in the United States and Canada could result in a healthy cut of the \$40,000 prize money." Each branch is competing against its own record, and all members of a branch will qualify for prize money if that branch surpasses its quota. When the drive was announced at a recent Chicago conference, Jackter told managers that "nothing would please us more than to see the drive end up in a 34-way over-quota bonanza."

# Mirisch Speeds Up Production Pace; 14 Pix At \$51 Million Through '65

HOLLYWOOD—The Mirisch Corporation, independent film-making organization, will greatly accelerate its pace of production during the next 18 months with a minimum of 14 major motion pictures to go before the cameras at a total cost of \$51,000,000, it was announced by Harold J. Mirisch, president.

At least three of the 14 films now in preparation have been definitely set as road show releases. These are "Hawaii," the George Roy Hill-Walter Mirisch production of James Michener's best seller, which at a projected cost of \$10,000,000 will be the most expensive film ever undertaken by The Mirisch Corporation; John Sturges' "The Hallelujah Train," a comedy of epic proportions, which goes before the cameras next month with an all-star cast; and Billy Wilder's "The Private Life of Sherlock Holmes," an original screenplay to be written by Wilder and I. A. L. Diamond based on the characters created by Sir Arthur Conan Doyle.

There now are 27 top writers, producers, and directors at work on the 14 upcoming motion pictures, all to be released through United Artists. Pictures in preparation and the creators involved are:

"A Rage to Live," produced by Lewis J. Rachmil, and directed by Walter Grauman, from a screen adaptation of John O'Hara's novel by John T. Kelley. Suzanne Pleshette, Brad Dillman, and Ben Gazzara star in the picture, which began shooting June 8.

"The Hallelujah Train," to be produced and directed by John Sturges, from a screenplay by John Gay. Burt Lancaster, Lee Remick, Jim Hutton, and Pamela Tiffin will star in this comedy, which begins shooting July 8 on location in Gallup, N. M., filming in color and wide screen for road show release.

"Return from the Ashes," to be produced and directed by J. Lee Thompson, from a screenplay by Julius Epstein. Filming to begin early this fall.

"Bandoola," to be produced by Lewis J. Rachmil, from a screenplay by Howard Rodman. Yul Brynner will star in this film, to begin shooting November, 1964.

"The Confessor," to be produced by Edward Lewis and directed by John Frankenheimer from a screenplay by Lewis John Carlino. Tony Curtis and Henry Fonda will star in the picture, to begin filming late this year.

"The Law and Tombstone," to be produced and directed by John Sturges from a screenplay by Edward Anhalt. Filming to begin spring, 1965.

"Hawaii," to be produced by Walter Mirisch and directed by George Roy Hill. The film is scheduled for a shooting start on location in the Hawaiian Islands in spring, 1965, for road show release.

"Cast A Giant Shadow," to be co-produced by Melville Shavelson and Michael Wayne and directed by Shavelson. This story of David "Mickey" Marcus, the American colonel who became Israel's first general in 2,000 years, will begin shooting in spring, 1965. John Wayne will star.

"What Did You Do In The War, Daddy," to be produced by Martin Jurow and directed by Blake Edwards, from a screenplay by William Peter Blatty. Filming will begin in spring, 1965.

"The Private Life of Sherlock Holmes," to be produced and directed by Billy Wilder. Peter O'Toole will star as "Holmes" and Peter

## Miami Airport Gets New Newsreel Theatre

MIAMI, FLA.—Miami International Airport is getting a brand new innovation June 15. A newsreel theatre is opening its doors for the first time at an international airport. Johnson Airport Theatre will be a 50 to 55 minute show with the latest news events, short subjects, and cartoons.

John Warner Johnson plans more of these operations, should this one prove successful.

## Kantor Acquires Loew's House

BROOKLYN, N. Y.—A famous Coney Island landmark and theatrical showplace has been acquired from Loew's, Inc., by the Evro Theatre Corp., according to an announcement by Sam Kantor, president of the latter company.

The Loew's Coney Island building and the theatre will be refurbished under a modernization plan blueprinted by Kantor, who will operate the theatre.

Kantor was general manager with the Brandt Theatre Circuit for 27 years and will continue his association with Harry Brandt in the buying, booking, and advertising for the theatre. The theatre's name will be changed to the Shore, and it will present first run entertainment in the area.

## New Col. Pact For Taps

HOLLYWOOD—M. J. Frankovich, Columbia first vice-president in charge of global production, announced that he has signed Jonie Taps to a new long-term Columbia contract. Taps, who heads up the music operation at the Hollywood studio, joined Columbia in 1945.

Sellers will portray "Dr. Watson" in this film, to be shot in Hollywood and Europe during summer, 1965, as a road show release.

"A Garden of Cucumbers," to be produced by Walter Mirisch from a screenplay by Isabel Lennart. Scheduled for filming in late summer or early fall, 1965.

"Return of the Seven," to be produced by Walter Mirisch from a screenplay by Larry Cohen. These further adventures of the characters established in "The Magnificent Seven" will be filmed in summer, 1965.

"The Off-Islanders," to be directed by Norman Jewison from a screenplay by William Rose. Filming to begin in early fall, 1965.

"Richard-Sahib," to be produced and directed by John Sturges from a screenplay by James Clavell. Filming to begin in fall, 1965.

In addition to these films, one picture—Blake Edwards' "The Pink Panther"—is now in release, while two other Mirisch films, "633 Squadron" and "A Shot in the Dark," are scheduled for release this summer. Also, John Sturges' "The Satan Bug" is being edited now, and Billy Wilder's "Kiss Me, Stupid" is before the cameras.

## Greenman Joins NSS As Assistant To Gold

NEW YORK—The appointment of Milton Greenman to the post of assistant general sales manager for National Screen Service was announced by Burton E. Robbins, president.



GREENMAN

The move, according to Robbins, is prompted by the accelerated sales campaign being launched by general sales manager Melvin L. Gold in connection with "Cinemotion" and diversified "commercial" enterprises. Although Greenman's duties will generally comprise executive assistance to Gold, his immediate concentration will be devoted to the initiation of commercial sales for "technamated" and other advertising services to be offered by NSS, commercially.

Formerly world-wide director of television news film services for United Press International, Greenman's background in film and communications includes 14 years with UPI as broadcast news editor, serving radio and tv; sports editor and managing editor for Cowles Magazines, Inc.; independent tv producer for sports and special events shows, including Notre Dame football games; and public relations consultant. Immediately before joining National Screen, he was responsible for the development of an automatic film projection system, not yet on the market.

## Rembush Sues Col.

NEW YORK — The New York Supreme Court has been petitioned by Trueman T. Rembush, of Syndicate Theatres, Franklin, Ind., a minority stockholder of Columbia Pictures, for the right to inspect the company's books.

The former Allied States president wants to check alleged irregularities in Columbia's accounting methods which, according to the plaintiff, indicate an initial amortization of 10 per cent of "Lawrence Of Arabia" production costs, whereas a normal percentage under sound industry practice should have been not less than 70 per cent; to determine the existence of alleged restraining agreements between Columbia Pictures and certain preferred stockholders adversely affecting the company's earnings; and to determine the extent of alleged Columbia price fixing agreements held to be illegal and likely to affect the company's earnings.

## Urbach Heads SDIG

NEW YORK—Leslie Urbach, staff director of VPI Productions, was elected president of the Screen Directors International Guild.

Central issue in the Guild elections was the proposal of merger with SDIG by the Directors Guild of America. On this issue, Urbach stated: "The merger of the two strong directors Guilds of this country is a necessary and inevitable development. I have a clear mandate from the membership to seek an early reopening of negotiations between SDIG and DGA and I believe that in this effort we will have a unified Guild."

Other officers chosen for one year were Marc S. Asch, first vice-president; James M. Rose, second vice-president; Ira Marvin, secretary; and David I. Kelmenson, treasurer.

## Distrib Chairmen Named For Hospital Fund Drive

NEW YORK—Distributor co-chairmen and regional and exchange area chairmen of the 1964-1965 entertainment industry's fund-raising drive on behalf of the Will Rogers Memorial Hospital and the O'Donnell Memorial Research Laboratories at Saranac Lake, N. Y., were announced by Henry H. "Hi" Martin, Universal, who has been appointed national general chairman of the drive for the second consecutive year.

The distributor co-chairmen and the exchange areas which they have been assigned are James Velde, United Artists, Los Angeles, Denver, Salt Lake City, San Francisco, Portland, and Seattle; Irving Ludwig, Buena Vista, Dallas, Memphis, New Orleans, and Oklahoma City; Morris Lefko, MGM, St. Louis, Kansas City, Minneapolis, Des Moines, and Omaha; Charles Boasberg, Paramount, Atlanta, Charlotte, and Jacksonville; Joseph Sugar, 20th Century-Fox, Chicago, Milwaukee, and Indianapolis; Ernie Sands, Allied Artists, Detroit, Cincinnati, and Cleveland; Rube Jackter, Columbia, Philadelphia, New York, Pittsburgh, and Washington; and Morey Goldstein, Warner Brothers, Boston, Albany, Buffalo, and New Haven.

The regional chairmen are Abe Swerdlow, who headquarters in Los Angeles; R. N. Wilkinson, Dallas; P. F. Rosian, Cleveland; and Joseph B. Rosen, New York, all of Universal.

The exchange area chairmen are Arnold Shartin, MGM, Los Angeles; John W. Finn, Universal, Denver; Kenneth O. Lloyd, Fox, Salt Lake City; Ralph Clark, United Artists, San Francisco; John Kent, Paramount, Portland and Seattle; William B. Williams, Fox, Dallas; Jeff Williams, Warner Brothers, Memphis; J. Winberry, Columbia, New Orleans; Edward Brinn, MGM, Oklahoma City; T. E. Dunn, Universal, St. Louis; R. Borg, Warner Brothers, Kansas City; B. M. Shapiro, Columbia, Minneapolis; Charles Caligiuri, Paramount, Des Moines and Omaha; W. C. Hames, United Artists, Atlanta; Byron Adams, United Artists, Jacksonville; C. Keim, MGM, Chicago; M. L. Devaney, Columbia, Indianapolis; J. J. Pilmaier, MGM, Milwaukee; B. Goldstein, Fox, Detroit; A. Duren, Warner Brothers, Cincinnati; M. Grasgreen, Allied Artists, Cleveland; S. E. Diamond, Fox, Philadelphia; Harold Saltz, Universal, New York; F. Silverman, Columbia, Pittsburgh; Edwin Bigley, United Artists, Washington; Ben Adams, Allied Artists, Boston; Robert Adler, Allied Artists, Albany; A. Kolinski, Warner Brothers, Buffalo; and George Somma, Allied Artists, New Haven.

## Sherman Joins WB

NEW YORK—Robert Sherman has been appointed coordinator of road show operations for Warner Bros., beginning with "My Fair Lady," it was announced by Morey (Razz) Goldstein, president of Warner Bros. Pictures Distributing Corporation.

Sherman entered the motion picture industry in the 1930's as an accountant with RKO Theatres and was later elevated to the post of film buyer. Leaving RKO in 1958, he joined the Reade Circuit as film buyer. In 1960, he accepted a special assignment on the road show release of "El Cid" for Allied Artists.

Most recently, Sherman served as manager of branch operations for 20th-Fox.

# "Twilight Girls" Censorship Case Tests Power Of N. Y. Regents Board



Barbara Stanwyck is seen at ground-breaking ceremonies marking the construction of four new sound stages at Universal City, Cal., as part of the multi-million dollar building program now in progress at the vast San Fernando Valley studio. Milton Rackmil, left, Universal president, and Edward Muhl, vice-president in charge of production, assist.

## MPEA Directors Named By Member Companies

NEW YORK—The annual meeting of the stockholders of the Motion Picture Export Association of America, Inc., elected the following to the board of directors:

For Allied Artists International Corporation—Bernard J. Gates, representative director, and Samuel Broidy, director-at-large.

For Columbia Pictures International Corporation—Bernard E. Zeeman, representative director, and Mo Rothman, director-at-large.

For Metro-Goldwyn-Mayer Inc.—Albert A. Fisher, representative director, and Maurice Silverstein, director-at-large.

For Paramount International Films, Inc.—J. William Piper, representative director, and Barney Balaban, director-at-large.

For 20th Century-Fox International Corporation—David Raphel, representative director, and Seymour Poe, director-at-large.

For United Artists Corporation—Eric R. Pleskow, representative director, and Arnold M. Picker, director-at-large.

For Universal International Films, Inc.—Felix M. Sommer, representative director, and Milton R. Rackmil, director-at-large.

For Warner Bros. Pictures International Corporation—Wolfe Cohen, representative director, and Ben Kalmenson, director-at-large.

Ralph Hetzel, acting president, Motion Picture Association of America, Inc., and MPEAA, was elected as an additional director-at-large.

## Downing To Hospital Post

NEW YORK—Russell V. Downing, president and managing director, Radio City Music Hall, has been elected to the board of trustees of the New York Polyclinic Medical School and Hospital.

ALBANY—Two graphic statements emerged from the arguments before Appellate Division on the licensing of "The Twilight Girls."

Said Edmund C. Grainger, Jr., attorney for Radley Metzger's Audobon Films: "An evolution is taking place in contemporary community standards. Look at 'The Carpetbaggers' book. Look at the ads for motion pictures of any kind. Look at the magazines on the news stands. Consider that the New York Times in front-page articles recently highlighted sexual deviation in New York. The community standards have changed. What once might have appealed to 'prurient interest' no longer does so. Today there is much less restraint than at one time."

Declared Charles A. Brind, Jr., counsel for the Regents: "If this Court should determine that there was nothing wrong with the exploitation of breasts, the motion picture industry would grab that and we would be surfeited with pictures of the female breast. The Regents do not wish to see that continuous performance."

The Board in March, 1962, unanimously ruled "The Twilight Girls" can not be licensed unless deletions are made in scenes of nudity and a lesbianism sequence.

Presiding Justice James Gibson interposed: "I can't agree that the dominant theme of the picture is lesbianism."

Dr. Brind answered: "The dominant theme, if the film has one, is the love story. However, the lesbian aspect, while incidental, is important. . . . If this is not important to the distributor of the picture and to its promotion, he would have cut out the scenes back in 1961-1962."

Justice Gibson apparently disagreed with Dr. Brind as well. Having viewed the film, with four colleagues, at Stanley Warner Madison an hour before the presentation of arguments, the Presiding Justice commented: "I would say that the stark realism is used to contrast with what is going on in the girls' minds." Brind stated Lesbianism can be indicated, but should not be actually "shown"—just as "a lot of pictures indicate sexual intercourse has happened, or is about to take place, but it is not shown."

Grainger argued that the Regents had gone "directly against" the Supreme Court decision by judging "Twilight Girls" from "excerpts," from "a miniscule," instead of the film in toto.

Insisting that the film is "not obscene," Grainger observed it is outside the Court of Appeals 1961 ruling, in the Richmond County News case, that limited obscenity to "hard core pornography."

Dr. Brind underscored that Judge Burke had said, "When you are dealing with motion pictures, you are not talking about a picture as a whole. . . . Small portions can be easily snipped without harm."

While Grainger perceived a "conflict" between the Regents' determination on "Twilight Girls" and the Supreme Court's ruling in Roth, Dr. Brind saw none. "You are not talking about the same thing," he explained, "when you speak about 'cuts' in a motion picture. The Roth case dealt with a book. That is different—tearing out pages."

# Leading Exhibs See Film Evidence Of 20th-Fox Production Resurgence

NEW YORK—A special exhibitor meeting, attended by key executives from virtually every major circuit and leading independent theatres, was held at the 20th Century-Fox home office for a film demonstration of the company's outstanding program of upcoming films.

Conducted by Joseph M. Sugar, vice-president in charge of domestic sales, and Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation, the meeting emphasized 20th-Fox's dramatic production comeback since the studio reopened one year ago. "At that time," Sugar said, "virtually everyone counted us out. Today, the resurgence is self-evident with more pictures shooting simultaneously than at any time in our history."

Seymour Poe, executive-president, opened the meeting by pointing out that 20th-Fox has a goal of 25 major films for each year, "an unparalleled aim for any company." He revealed that in the past 18 months, the company's production investment has exceeded \$62,500,000 and that 22 of the next year's films are either completed or in various stages of production.

In discussing the company's extensive roadshow production schedule, Poe said that \$20,000,000 is budgeted for the three hard-ticket pictures now in production—"The Sound of Music," "The Agony and the Ecstasy," and "Those Magnificent Men in Their Flying Machines or, How I Flew From London to Paris in 25 Hours and 11 Minutes." He pointed out that no company has ever produced three roadshow films in one year. Fox is taking more than 100 press representatives to Europe, where these films are shooting, to stress the firm's production resurgence.

Clips from pictures currently editing or shooting were shown to the exhibitors, in addition to advertising and promotion material. Among the films viewed and discussed were "The Visit," "Rio Conchos," "Guns at Batasi," "Hush . . . Hush, Sweet Charlotte," "Good-bye, Charlie," "John Goldfarb, Please Come Home," "Zorba the Greek," "Erasmus with Freckles," "The Pleasure Seekers," "The Reward," "Von Ryan's Express," "Morituri," and the three roadshow attractions.

Executives from the following circuits attended the meeting: American Broadcasting-Paramount Theatres—Al Sicignano, Al Geiler, M. Sher, Robert Shapiro; Associated Independent—Sam Baker; Brandt—Harry Brandt, William Brandt, Joe Ingber, Martin Levine; Broumas—Hy Bettinger; Century—Leslie R. Schwartz, Martin Newman, Sylvan Schine, Charlea Call; Cinema Circuit—Lou Fischer; Endicott—Irving Renner; Fabian—Ed Fabian, Hank Goldman; Film Bookers—Sidney L. Klein; Florin Enterprises—Seymour Florin; General Drive-In—Samuel Seletsky; Guild Enterprises—Norman W. Elson; Hecht—Maury Miller, Rudy DeBlasio; Independent Theatre Owners—Morton Sunshine; Interboro—Jack Hattem, James Pisapia; J. J. Theatres—Julius Joelson; Loew's—Lawrence Tisch, Bernard Myerson, Arthur Tolchin, Ben Joel, Bernard Diamond, Milton Arnsvalder, Ernest Emerling; Dick Dickerson; B. S. Moss—Charles Moss, Larry Morris, Jerry Sager; Pozin & Lightstone Theatre Enterprises—Thomas Pozin, Morton Lightstone, Oscar Lightstone; Prudential—Edward Seider, Nat Harris; Randforce—Harold Rinzler, Jack Birnbaum, Irwin Gold; Walter Reade—Sterling—

## Odeon Promotion Dept. Success Brings Expansion

TORONTO—The special promotions department at Odeon Theatres has proved so successful in the first three months of operation that it is being expanded.

Frank H. Fisher, vice-president of Odeon Theatres (Canada) Limited, made this statement in announcing the appointment of Robert Gardner to the newly-created department, which is headed by Wannie Tyers.

Gardner, who has been associated with the Odeon chain for more than 20 years, has been appointed to his new post from the concessions department. For a number of years he has been responsible for many of the counter sales promotions activities, and has considerable experience in this and related promotion fields.

## New Distrib Grows

LOS ANGELES — Newly-formed Beverly Hills Film Corporation has acquired the Telemat company and Beverly Hills Productions.

The acquisition of Telemat was made for 4,791 shares of Beverly Hills Film Corporation's \$27.50 par value stock, and the purchase of assets of Beverly Hills Productions was made for 2,470 shares of Beverly Hills Film Corporation's common stock.

Through the acquisitions, Beverly Hills now has in excess of 500 shareholders and will be primarily engaged in the national distribution of films for television. Plans are being made for the acquisition of television and theatrical films, and to date sales offices have been opened in Los Angeles and New Orleans.

Officers of the company are: Richard H. Loeffler, president and director; Sidney V. Freeman, executive vice-president and director; Alan Wise, vice-president of production and director; and F. J. Baumgarten, treasurer and director.

## Schneider Exits Fox

NEW YORK—Larry Schneider has resigned as director of international publicity and advertising for 20th-Fox. He was formerly with United Artists and Columbia Pictures in the international departments.

Walter Reade, Sheldon Gunsberg, Ed Schuman, Albert Floersheimer, Jr.; Redstone—Sumner Redstone; Rugoff—Donald S. Rugoff, Sidney Deneau; Shea Enterprises—Gerald Shea; Skouras—Frank Welton, Sam Yellen; Stanley Warner Management—Nat Fellman, John McKenna, Harry Goldberg; Town & Country—Sy Frank, Ben Gladstone; and Triangle—Liggett—Wilbur Snaper, Irving Dolinger.

The following independent theatre executives also attended: Emanuel Adams, Adams Theatre; Al Suchman, Brookside Drive-In, Newburg; Arthur Steel, Elmsford Drive-In; Millie Sherman, Fine Arts; W. P. Smith, Ledgewood Drive-In; and Russell Downing and Charley Hacker, Radio City Music Hall.

## Church Opposes Censors, Methodist Rep Tells FCC

WASHINGTON—Gene W. Carter, testifying for the Television, Radio and Film Commission of the Methodist Church, at FCC hearings on proposed new programming sections of tv application forms, said the church had adopted a resolution covering the subject of the hearings, as well as motion picture matters.

The resolution read in part, "We affirm our adherence to the principle of freedom of expression as a right of every person, to be exercised within a framework of social responsibility." It went on to praise the self-regulatory efforts of the National Association of Broadcasters and added, "Similarly, motion picture producers should exercise their freedom of artistic expression with a keen sense of responsibility for the welfare of society, supported by a vigilant self-regulation within the industry."

The church said it "must oppose censorship of any artistic expression, but should insist that the artist-producer remain subject to punitive action by the courts for violation of laws.

"The free enterprise, commercial approach to television, radio, and films has produced a rich and varied supply of entertainment, educational, and cultural programs needed in a pluralistic society."

## Barkerettes' Installation

NEW YORK—The New York Variety Club Barkerettes Tent 35, was to hold their fourth annual installation of officers at a general membership luncheon-meeting yesterday (June 9) at the King Henri IV Restaurant, according to chief barkerette Mrs. Harry M. Pimstein.

Heading the officers to be installed will be Mrs. George Waldman, new chief barkerette, succeeding Mrs. Pimstein, who served two terms in that office. Mrs. Waldman's assistants will be Mrs. Edward Fabian and Mrs. Samuel Horwitz. Also to be installed will be Mrs. Saul Susnow, property mistress (recording), Miss Claire Roth, assistant property mistress (Correspondence), and Mrs. Robert Deitch, dough gal, who will serve a third term.

## N. Y. Golf Tourney Set

NEW YORK—Marvin Kirsch and Carl M. Levine have been appointed co-chairman of the 13th annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith, which will be held on June 30 at the Briar Hall Golf and Country Club, Briarcliff Manor, it was announced by Martin Levin, chairman of this year's tournament.

Levine also announced the appointment of Milton Livingston as publicity chairman for the tournament.

## Technicolor Names Two

NEW YORK—Huntly P. Briggs has been named assistant general manager of Technicolor Corporation's commercial and educational branch, it was announced by Delbert K. Smith, vice-president, consumer products division.

The appointment of Burton A. Neuburger as director of sales, non-theatrical pictures, for Technicolor, was announced by Edward E. Ettinger, executive vice-president.

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SUMMERTIME BOXOFFICE STRONGMAN...  
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LEWIS**  
**as THE**  
**PATSY** \*  
(A JERRY

Co-starring

**INA BALIN · EVERETT SLOANE · PHI  
KEENAN WYNN · PETER LORRE · JOH**



**pat'sy** (pat'si) *n.*

1. Fall guy.
2. Sitting duck.
3. Schnook.
4. (West Coast) One who fumbles so fast, he always gets the check.
5. (East Coast) Slow fumbler, but he ends up with check anyway.
6. For a precise definition, see: Jerry Lewis as "The Patsy" (Look under L for lun-a-tic).

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ction)  
**S**  
**ADINE**

Produced by  
**ERNEST D. GLUCKSMAN · JERRY LEWIS and BILL RICHMOND**

Written by  
**JERRY LEWIS**

Directed by  
**JERRY LEWIS**





# New RKO International '70 Theatre Pumps Life Into Cincinnati's Core

CINCINNATI—The opening of the RKO International '70 playing "The Chalk Garden" has given Cincinnati Unlimited a big boost in its efforts to revive interest in the city's core area. Unlimited is a non-profit organization composed of business executives, which is devoted to accenting this city's assets.

RKO International '70 is the refurbished 45-year old Palace. The house has an intimate charm in its foyer which has been repainted in off white, and new warm red carpeting set off by crystal-like chandeliers, which enhance the general effect of warmth and grace.

The auditorium walls have been brought in by drapes, and the comfortable seats and carpeting are in bright red. The new wide screen can be viewed correctly from all areas.

Harry Mandel, RKO president, here for the opening, said in an interview with E. B. Radcliffe, Enquirer movie critic, that downtown areas still offer the greatest variety of services, materials, and entertainment for the shopper. "Competition," he said, "being as intense as it is these days in every field, the only place a heart of a city can afford to stand still is on a city map."

Radcliffe added, "RKO theatres here are not standing still judging by the new International '70. All that is necessary now is for producers to improve the quality of the movies—the theatre people having done their job. And judging from the advance lists and previews, the better films are on the way."

Dale Stevens, Post & Times-Star movie critic, said in his column that the RKO '70 is a welcome addition to the revitalized core that is undergoing a boom. The Times Theatre, half a block away from International '70, was renovated a few months ago and has had exceptional success with "Tom Jones."

Stevens also noted that the Shubert which plays live theatre, is undergoing renovation and that several new smart night clubs are being readied for fall openings.

Cincinnati Unlimited, which publicizes one of the city's assets each month, has chosen entertainment for the June theme using as a slogan—"Cincinnati, city of excitement—amusement fair on Fountain Square."

## SEC Reports Stock Deals

WASHINGTON, D. C.—The Securities and Exchange Commission reported that in April, MCA bought 900 additional shares of Decca capital, with its holdings now at 1,399,897 shares.

ALLIED ARTISTS — George D. Burrows sold 5,000 shares of common leaving him with 586 shares; Robert W. Hurlock added 400 shares of common and now owns 42,300.

AB-PT—Herbert R. Hahn exercised options to add 811 shares of common, and now owns 1,270; Jack Hausman in two transactions bought 1,000 shares and now owns 1,500.

PARAMOUNT PICTURES — Randolph C. Wood bought 100 shares of common and now owns 1,000 shares.

LOEW'S THEATRES—John F. Murphy sold 250 shares of common, retaining 9,150 shares.

WARNER BROTHERS — Wolfe Cohen in three deals sold a total of 1,300 shares of common and retains 8,700 shares. Benjamin Kalmenson sold a total of 15,700 shares of the same stock and now has 14,300.



Olivia de Havilland, star, Paramount's "Lady In A Cage," recently joined Theodore Mohlman, mayor of Oak Brook, Ill., for inspection of the site of the Oakbrook, new Balaban and Katz theatre being constructed adjacent to the Oakbrook Shopping Center.

## Congress Grets Levine On "Carpetbaggers" Tour

WASHINGTON—Joseph E. Levine, who is on an 18 city national tour for "The Carpetbaggers," which will open June 12 at Loew's Palace here, will have the full V.I.P. treatment while in the nation's capitol.

The highlight of his visit will be a Congressional reception today (June 10). Host for the reception is the Honorable Thomas P. O'Neill, Jr., Congressman from Massachusetts. Invited guests include leaders from both the House of Representatives and the Senate, as well as members of the White House staff and the cabinet.

Acceptances have been received from Speaker of the House John W. McCormack; Hale Boggs, Majority Leader; Carl Albert, Whip of the House; Leslie C. Arends, Republican Whip; Jack Valenti, Special Assistant to the President, as well as other distinguished guests.

Representing the motion picture industry will be Arthur M. Tolchin, executive head of Loew's Theatres, and other Loew's officials including Bernard Myerson, executive vice-president; Ernest Emerling, vice-president of advertising and publicity; and Bernard Diamond, general manager.

Martin Davis, vice-president of Paramount Pictures, and other Paramount home office executives are scheduled to attend.

## Levine Forms Distrib Firm

NEW YORK—Phil Levine, who resigned as general sales manager of Union Film Distributors Corporation, announced the formation of a new company, Jerand Film Distributors, Inc., for the national distribution of American-made and foreign-produced feature films and shorts.

## Hersh Gets New Pact

HOLLYWOOD — Ben Hersh, Columbia studio production manager, has been given a new, long-term contract, it was announced by M. J. Frankovich, first vice-president in charge of global production.

## Exhibs From Everywhere Active On Detroit Scene

DETROIT—It could be that the steady flow of upbeat stories emanating from this area by our Detroit bureau has been a factor in a new trend now clearly visible. That is, in the number of new "captive" situations owned and operated here by out-of-towners.

Of course, United Detroit Theatres has been ensconced for years. But, before its acquisition by interests which have become ABC-PT, it was a home-grown circuit. As with other AB-PT affiliates, it is locally autonomous and has all of its own apparatus for operation.

Some time ago, General Drive-In of Boston entered the local scene. Even now it is constructing a brand new house.

Several years ago, Redstone Management of Boston made substantial acquisitions in the Pontiac area, and recently added to them.

Edward Schuman of New York (a former Detroiter) took over the Studio, then changed the name and remodelled a second house, Studio North. This year, he built and opened Studio 8. (All are art houses, although we recently quoted Schuman as saying there was no such thing as an art film.)

Two years ago, producer Herman Cohen of Los Angeles went into partnership with William Brown of Detroit to take over the lease on the 5,200-seat Fox, where they began their careers together as ushers.

The Detroit Bureau made the suggestion to Walter A. Goodman, manager of the Michigan State Fair, that it use a part of its large holdings, idle 52 weeks of the year, as a site for a drive-in to be open for 50 weeks annually.

Goodman responded by canvassing exhibitors, due report of which appeared in these columns. The result was inquiries from out-of-town circuits and other exhibitors. For many assorted reasons, realization of this project is some years away, but it seems to be an eventual reality.

Finally, and let it be clearly understood this is as yet unconfirmed, Fabian Theatres is reported to be interested in this section. From several reliable people has come the story, pinpointed as to the exact suburbs, that sites for building or purchase will be in Troy and Southgate, Mich.

## Fox Latin Convention

NEW YORK — Twentieth Century-Fox winds up the first Latin American sales convention under its new management, in Rio de Janeiro, today (June 10), it was announced by David Raphel, the company's managing director of the international department.

Led by Seymour Poe, executive vice-president, 17 key sales and publicity executives from the home office and the Latin American branches are attending the meeting.

The Rio conference provides members of the realigned international department with the opportunity to learn a detailed picture of the new organization and its modernized operation. The highlight of the three-day meeting is a thorough projection of the company's extensive production program of 31 features, and the distribution plans and merchandising campaigns designed to market them.

Executives at the meet include Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation, and Harold Mars, home office sales liaison for Latin America.



Luncheon in the Brown Palace Hotel recently opened the second annual convention of the Rocky Mountain Motion Picture Association in Denver. A "Forward Look" to 1964-65 was the theme of the meetings.

## Varied, Lively Agenda Sparks Rocky Mt. Meet

DENVER—More than 250 members of the Rocky Mountain Motion Picture Association attended the organization's second annual convention recently, at the Brown Palace Hotel.

"The Forward Look 1964-65" meeting stressed the theme, "Our Bright Future," and brought together personnel from all branches of the industry. It covered a wide range of subjects—from small town theatre operation to tax problems—dedicated to the improvement of the theatre business and closer cooperation between exhibition and distribution.

John R. Dobson, United Artists branch manager, and RMMPA president of the young organization, presided.

A luncheon opened the two day meet. Key-note address was by Max Bercutt, Warner Brothers studio publicity head, who pointed out that at least \$400 million represented the investment of distribution for product during the coming year.

Guest of honor at the convention was film star Cliff Robertson, currently seen in "The Best Man" at the Centre here and shortly in United Artists' "633 Squadron."

Harold Chesler, National Association of Concessioners, gave a talk on concessions, and the meeting continued with an address by Frank Ferguson, director of tax department of Marshall Stevens, Inc., followed by trailers on major releases from many of the studios.

Closing talk of the session was by Robert W. Selig, vice president of National General Corp., who stressed the importance of a united effort on the part of the theatre industry against the introduction of pay tv.

A cocktail party sponsored by Coca Cola Bottling Co. closed the business session of the opening day. In the evening, the group saw a special screening of "The Unsinkable Molly Brown" at the Denham.

Second day was also filled with activity.

The publicity team of Pete and Mary Bayes presented an interesting approach to new radio programming designed to create added interest in films, using the "soft sell." More trailers of forthcoming attractions were viewed, backing up the promise of "Our Bright Future."

Field publicity representative Ed Edmiston, MGM, laid out the campaign for "The Unsinkable Molly Brown."

John Rowley, president of TOA, pointed out that box-office receipts last year were up five per cent and appeared even higher so far in 1964. He also discussed blind bidding and indicated that steps were being taken to correct the practice, leading to a more unified industry.

Luncheon was hosted by Denver Shipping, South-West Film Service, Manley, Inc., and Adler Silhouette Letter Co.. The afternoon session included addresses by William E. Barret, Denver, author, and Fred Engle co-producer of "Lilies of the Field." Distaff members retired from the main gathering to view a specially arranged style show in another part of the hotel, while the male members concentrated on business. Robert Heyl, Wyoming and West Drive-In, Torrington, Wyo., gave an enlightening talk on "Small Town Theatre Operation and Promotion," which stressed the necessity of the theatre manager taking part in his town's civic affairs.

A publicity workshop on "633 Squadron" was held by Al Fisher, national director of advertising and publicity for United Artists.

A cocktail party hosted by Alexander Film Co. preceeded the banquet which wound up the convention. A standing ovation was given John Dobson, outgoing president, for his work for the organization during the past year. Attorney General Duke Dunbar of Colorado represented the state, and Charles Teppen spoke for the city.

### Greenberg To Sunset Int.

NEW YORK—Berry Greenberg has been appointed a vice-president of Sunset International Corp., a television distributing subsidiary of Warner Bros. Pictures International Corp. He will replace the retiring Karl Macdonald as head of international tv sales, it is announced by Wolfe Cohen, president of Warner Bros. International.

### Buchanan To Agency Post

NEW YORK—Charles Schlaifer, president of Charles Schlaifer and Company, New York and Los Angeles advertising agency, has announced the appointment of Thomas J. Buchanan as vice president.

Buchanan, formerly studio advertising manager at Warner Bros., will become manager of the West Coast offices of Schlaifer.

## Boston Garden Sold Out For Beatles' "Concert"

BOSTON—The Beatles, who are making a motion picture, heartened Boston exhibitors and indicated a tremendous potential for their film by selling out at Boston Garden for a concert to be held on Sept. 12.

Boston Garden put tickets on sale for the Beatles and in two days sold out its 12,325 seats to make boxoffice history.

Within two hours following the opening of the ticket windows, 4,000 tickets were bought in the rush. For five and one-half hours before the boxoffice windows were opened at 10 a.m., long lines of shouting, cheering youngsters milled around, the majority of them sporting Beatle badges.

Scalpers however, were reported having a field day and doing a landoffice business offering tickets at prices from \$20 to \$30 a pair. Indications were that the asking price for Beatle tickets for the Sept. 12 date would be in the vicinity of \$50 a pair before the time for their performance rolls around. Ticket prices were \$5.50, \$4.50 and \$3.50 at the boxoffice.

## Exhibitors Cite Presley

CHARLOTTE—A letter of commendation was sent to Elvis Presley, by the board of directors, Theatre Owners of North and South Carolina.

A trade paper story regarding the manner in which many motion picture personalities damage the boxoffice potential of their pictures by over-exposure on television was cited as the reason for the action.

The letter read, in part, "in checking the list of stars who have hurt themselves in this way, your name was notable by its absence! Our board, by unanimous action, asked that I express to you and Colonel Parker our appreciation for your refusal to make appearances on television and in other facilities in competition with theatres, thereby assuring your continued popularity in motion pictures.

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# The NEW YORK Scene

By Mel Konecoff

BLIMEY, WE ALMOST got a chance to talk to London the other day. We were sitting in the MGM offices listening to Dan Terrell tell all about the campaign on the forthcoming "The Unsinkable Molly Brown" when the phone rang at our elbow. It was London wanting to talk to Terrell and spurning our efforts to make conversation.

Getting back to "Molly," Terrell reported that the total campaign he and the others developed is certainly one of the most extensive in scope and widely researched efforts for an MGM picture. Much of this is due to the updated policy of the company which is to get films into the hands of the promotion and advertising departments well ahead of release so that there is time to work up a proper campaign. For this, Terrell paid tribute to president Robert O'Brien, who recognizes the importance of early delivery of product. Another example of early delivery is "The Americanization of Emily," scheduled for release next Christmas, on which Terrell's department is already working.

Terrell expected that by mid-June there will be few if any people in the U. S. having access to communications media who have not heard of "Molly Brown." Emery Austin, assistant advertising and publicity director, reported that O'Brien and Bob Weitman, vice-president and studio head, will attend the June 11 Denver world premiere of the film, as will stars Debbie Reynolds and Harve Presnell.

Terrell estimated that the cost of the campaign is roughly about \$750,000, and it is expected that there will be about 600 dates on the film during the summer. He also announced a special public appearance tour for Miss Reynolds following the Denver event. Miss Reynolds has been set to visit New York, June 17, in advance of the Radio City Music Hall opening; Chicago for a benefit premiere June 23, for the Loyola University Medical School; and Los Angeles, June 25, where "Molly Brown" will premiere at the Egyptian for the benefit of the St. Joseph's Hospital. Mrs. Bob Hope is chairman of the Los Angeles event.

Austin, in detailing the plans for the gala June 11 Denver world premiere, disclosed that for the past three weeks Dave McGrath of the home office exploitation staff and field press representative Ed Edmiston have been working from special "Molly Brown" premiere headquarters at Denver's Brown Palace Hotel, and that arrangements have been completed with the Governor's office for two days of official celebration preceding the premiere. Stated Austin, "This will be the most elaborate premiere in the history of Denver." Colorado was particularly anxious to host the world premiere, Austin pointed out, because the real Molly Tobin Brown began her rise to fame in nearby Leadville.

Andrew Sullivan, exploitation director, outlined the total exploitation campaign that has been developed for "Molly" including extensive local level tie-ins and promotional efforts.

William O'Hare, MGM advertising manager, previewed a unique seven minute promotion record outlining the total "Molly Brown" campaign, that will reach 85 per cent of all exhibitors in the country. In addition, O'Hare also reported that the national magazine campaign alone would reach in excess of 75,000,000 people. Full page color ads have been placed in Life, June 8; Look, June 16; Good Housekeeping, June 18; Harper's Bazaar, July 1; and Town and Country, July 5.

Andrew Kuehn, advertising department, in previewing the 60-second color tv spot that has been developed for "Molly," said, "We felt that color would provide the extra dimension of excitement that is ordinarily lacking in black and white spots." It was also pointed out that rather than using the score directly from the sound track, special arrangements of the music were created especially for the tv spots.

Dick Winters, New York publicity manager, outlined the publicity aspects of the "Molly Brown" campaign and announced that Debbie Reynolds will be covered by Life, Newsweek, Seventeen, Saturday Evening Post, Glamour, McCall's, Parents', Family Weekly, Cosmopolitan, Harper's Bazaar, and Good Housekeeping during June and July. Winters also reported that the publicity campaign will receive additional important support from fan magazines, major newspapers, and radio and television presentations including a special "Molly Brown" feature on the Ed Sullivan Show, June 21.

Lillian Tookman, exploitation staff, discussed progress being made on "Molly Brown" merchandise and other promotional tie-ins. She previewed "Molly Brown," the new fashion color MGM will promote for fall and winter wear, and some of the creations already completed by Cuddlecoat, Mr. Gee, John Frederics, and Coro.

In addition, Miss Tookman spoke on the campaign planned for the promotion of the original sound track album and tie-ins with the Fawcett Paperback book edition of "Molly Brown." Miss Tookman also previewed "How To Make A Dress," which will be seen on tv stations throughout the country.

She also announced a Harper's Bazaar promotion tie-in and previewed merchandising kits that will be presented to cut-of-town buyers at a special screening of the film during Market Week in New York. Also shown were the two elaborate food and fashion kits prepared for out-of-town newspaper editors.

**COMFORT DEPARTMENT:** The Barkerettes of the New York Variety Club, who staff and support a children's play room at the Flower Fifth Avenue Hospital, Manhattan, think it's all worth every bit of effort and time as they continue to receive expressions of gratitude from people who have been helped.

Bringing forth a tear and a tightness at the throat was one of the missives addressed "To all the playladies (volunteers) in the children's playroom: May we at this time take this opportunity to thank you for the joy you all brought to our daughter, Carole Ruth.

(Continued on page 22)

## ITOO Offers Full Support To Fox Research Effort

COLUMBUS, O.—Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, offered the full facilities of the state association to Seymour Poe, executive vice-president of 20th-Fox, in the film company's new plan of using market research. The company recently hired a full-time market research analyst.

Prickett recalled that ITOO at its 1959 convention inaugurated a program of research in motivation and group dynamics. This program was started following an address to the convention by Dr. Robert Miner, director of the department of marketing of Ohio State University. Dr. Miner gave the delegates many ideas about this fruitful field, said Prickett. He made a number of suggestions on ways that the film industry could utilize methods of other merchandisers.

National Allied has carried on market research, and Dr. Herbert True, Wayne University, Detroit, has issued "some interesting information" on the subject, Prickett added.

"ITOO wishes to cooperate in every way possible in this endeavor to improve theatre attendance," said Prickett, "and to improve the image of the industry. We have contacts with theatres throughout the state, both members and non-members, mailing lists, and various other aids that we would be most happy to offer to Mr. Poe in his new venture.

"Perhaps, at long last, working together, we may mutually benefit from our efforts."

## Exhib Heads C of C

MONTCLAIR, N. J.—Paul Petersen, managing director, Claridge Cinerama, Montclair, has been elected president of that community's Chamber of Commerce.

Petersen, along with partner Robert Sherman, also operates the Lyceum, Bayonne, N. J., and New Brook, Bound Brook, N. J.

## Embassy Ups Friedman

NEW YORK—Embassy Pictures has promoted Arnold Friedman to the post of television advertising and promotion manager of its television division, it was announced by E. Jonny Graff, vice-president in charge of television.



Los Angeles Councilman James A. Potter presents Vincent Price with a special proclamation passed by City Council commending American International Pictures on its 10th anniversary.

doing exceptionally well; that Talent Associates-Paramount, Ltd., in which Paramount holds a 50 per cent interest, occupies a position of growing importance in the tv industry; that the sale of tv station KTLA, Los Angeles, resulted in the receiving of \$12,000,000 in cash; that the company is closer than ever to seeing the eventual marketing of the Chromatron color television tube; and that the pay television subsidiary, International Telemeter Company, is doing particularly well, especially in Great Britain.

He also briefly indicated the progress being made in the long-range experiment being conducted in Toronto, Canada, which, he said, has been most helpful in providing the technical knowledge, operational know-how, and programming requirements for the launching of a Telemeter system of pay television for the world market.

Also, Balaban said, "Progress is being made in overcoming some of the obstacles facing a wired system of pay television in the United States."

"Famous Players Canadian Corporation, Ltd., in which Paramount holds about 51 per cent interest, is continuing its policy of diversification in the entertainment and allied fields and represents a most important and substantial holding for the company," he said.

"Dot Records, our wholly-owned phonograph record company, enjoyed a year of some progress, although profits and business were generally disappointing."

Balaban also pointed out that during 1963, the company enjoyed an increase in income over the previous year from rental of studio facilities; and that a substantial profit was made from the liquidation of the Autometric Corporation, with the major portion of the assets being disposed of to Raytheon Corporation on a profitable basis.

All directors of Paramount Pictures Corporation were re-elected by the stockholders. Re-elected to the board were Weltner, Balaban, Zukor, Paul Raibourn, James H. Richardson, and Y. Frank Freeman, all executives of Paramount Pictures, and Edwin L. Weisl, Stanton Griffis, Duncan G. Harris, Paul Manheim, and Maurice Newton.

### Jaffey To Cinema V Post

NEW YORK — Herbert Jaffey has been named executive director of publicity and advertising for Cinema V Distributing, Inc., it was announced by Donald S. Rugoff, president, and Carl Peppercorn, executive vice-president. His immediate assignment will be the handling of "The Soft Skin," the new Francois Truffaut film acquired by the company for national distribution.

In addition to his new duties, Jaffey will continue as advertising and publicity director of Rugoff Theatres.

### Academy Reelects Freed

HOLLYWOOD—Arthur Freed has been re-elected president of the Academy of Motion Picture Arts and Sciences for the 1964-65 year.

Other officers are Elmer Bernstein, first vice-president; Jacob H. Karp, second vice-president; Hal Elias, secretary; Hal Mohr, assistant secretary; Fred L. Metzler, treasurer; and Richard Murphy, assistant treasurer.

# LONDON Observations

By Jock MacGregor

FOR THE FIRST TIME, Rank's John Davis has addressed a trade union. He accepted Sir Tom O'Brien's invitation to speak at the National Association of Theatrical and Kine Employees' annual delegate conference, and took advantage of a captive audience to discuss forcefully their joint responsibilities in the serious job that faces them in show business in general and the film industry in particular.

"It would be a very great and tragic mistake," he said, "if we allowed ourselves to believe that our mutual interests are confined within the orbits of the film industry as it is, or even as it used to be. I could see that the public's leisure needs would change as their leisure time and money increased; that the change would be brought about not by any act of mind, but by the inexorable onward march of public taste. I am delighted that my organization has moved in the forefront of the times in providing the many new kinds of facilities which are now needed. I know that you will not have forgotten that these facilities employ your members in just the same way as the cinema has always done. My company has been able, in providing expansion for itself, to provide diversification and steady employment for your members."

"The cinema itself has not only been a story of closing and retrenchment. Rather it has been one of rationalization and face lifting. The public still wants a night out at the cinema, but they want it under different conditions. These could not be fulfilled by the methods and with the facilities which served us so well in the boom years. There is no reason why my company and others in the film industry, and your union and other unions, should not be able to see ahead a bright future for the film industry—for your union members and our shareholders."

Davis blamed lack of foresight for the talk of crisis in the industry, and warned of the dangers of divorcement, which some seek.

"In my view," he stated, "the industry's current problems stem from two factors—the decline in attendances and the limited number of first rate films of real box office appeal which are available." Later he added, "The cinema has been plagued in the past year or two by a glut of low budget films which ought never to have been conceived as first features. They have done incalculable harm to the reputation of British film entertainment, in particular. Why should anyone leave his home to go to the cinema unless he is confident that the film offered will be worth seeing—and, more important, worth paying for? Today, the cinema-goer demands an evening out in the fullest sense."

On falling attendances, he said, "I am afraid that it is those cinemas which have

(Continued on page 22)

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**July 20-21-22**

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Jack Armstrong, President, Allied States Association of Motion Picture Exhibitors

**Clinic:** Exhibitors' Problems  
Tues., July 21

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## ALBANY

June 11 was set by Hyman Krenovitz for a preview of the Super 87 Drive-In, at Plattsburgh, near the Canadian border. Public performances begin the following night. It is hoped that it may attract the patronage of Quebec Province residents, since drive-ins are not permitted in Quebec. . . . Stage Workers Local 14, of Albany, combined forces with MPO Local 324, both IATSE affiliated, in picketing the new Branche, Latham. The stage-men claim they should have been employed to make installations "behind the footlights." . . . George Lourinia, manager, Fabian's Mohawk Drive-In, is still receiving treatment on an index finger accidentally caught recently in a bank deposit shute at Colonie. . . . Albany Variety Club officers and members were pleased at the news that The Times-Union and The Knockerbocker News had raised \$21,000 for Camp Thacher, long the charity project of Tent Nine.

## ATLANTA

The Dixie Drive-In Theatres, the nation's oldest outdoor theatre circuit, is celebrating its 25th anniversary. . . . Linda Harper has been added to the booking department at Allied Artists. She replaces Jackie Myers, who resigned to join Martin's local booking office. . . . Bernie Jacon, sales managing director for Gorton Associates, Inc., was in for an exhibitors' luncheon which launched their new picture, "Panic Button" in the area. John Harroll, formerly with Martin Theatres, is now representing Gorton on sales. . . . American International Pictures has started a four week's play-date drive. . . . James V. Frew, southern division manager, Embassy Pictures, is on a trip to Kansas City, Mo. . . . Completely remodelled, Martin Theatres reopened the Strand, Marietta, Ga. . . . Wilby-Kincey Theatres opened the new 1,000-seat Park Terrace, Charlotte, N. C. The new house replaces the old Imperial, which closed several years ago.

## BALTIMORE, MD.

Charles E. Kessler resigned as manager of the Lenox to join Ronald Freeman at the Rex. . . . Ted Schiller, general manager for JF, went to Lexington Park to open "Tom Jones" at the Plaza Theatre. . . . The Crest of the Affiliated Circuit is getting its mezzanine redecorated and refurnished, according to Aaron B. Seidler, general manager. Sam Lambert, circuit supervisor, is acting as manager at the Crest pending a permanent appointment, replacing James Reilly, recently resigned. . . . Celia Burn-Schever is a new cashier at the Stanton. . . . Phyllis Weber is a new secretary with JF Theatres, replacing Marsha Meyerwitz, who resigned to get married. . . . The Maryland Theatre Owners Association board of directors was to meet June 9 at the Holiday Inn, with president George A. Brehm presiding. Plans are to be made for the MTOA annual convention Aug. 25-27 at Ocean City. . . . Otto H. Gage, motion picture industry news correspondent and writer, has signed a contract to write and complete three stories for the balance of the year.

## BOSTON

Angus Bailey, Fall River, has completed a 100-minute film called "Below The Hill," which he brought to film row for screening for national film distribution. Bailey's film

was made on a \$60,000 budget raised by members of his community, the first film by a Little Theatre group, backed by the public. Bailey, editor of the Fall River Herald News editorial page, chose all nonprofessional actors. A junior high school art teacher, a radio and tv announcer, a housewife, and a college student are in the cast. If the 100 minutes of black and white film makes money, 40 per cent will go to the investors, 30 per cent to the Fall River Little Theatre, and 30 per cent to Bailey and associates. . . . "The Magic Fountain," Grimm's fairy tale motion picture in Eastman Color premiering on July 15 in New England, ties in with Stop & Shop, Inc., supermarket chain, with posters and "Magic Fountain" coloring booklets in every shopping bag for a 10 day period prior to film date. Stop & Shop, Inc., newspaper ads will also advertise the film. A tremendous promotional television campaign is also advertising the film. The television campaign is also planned with live children's programs featuring special "Magic Fountain" contest. Film is released nationally by Davis Film Distributors, Inc., Boston.

## BUFFALO

About 1,000 persons in the entertainment industry will be in Buffalo June 28 through July 2 for the 37th international convention of Variety Clubs in the Statler Hilton. Tent 7 will take over the Rendezvous Room of the hotel and run it as a night club during the four day meeting. Advance registration is scheduled for June 28. International officers will hold their meeting the next day. The formal opening of the convention, welcome by Mayor Kowal, and business sessions will take place June 30. That night, barkers will visit Melody Fair to see "Camelot." There will be a clambake after the show. Forum meetings will start July 1. At noon on that day, a bus trip to Niagara Falls will start with lunch in the Sheraton Brock on the Canadian side, and sightseeing to follow. Circus night will be held in the Statler Hilton ballroom that evening. A membership award in the Statler, a fashion show, election of international officers, the Heart Award, the Humanitarian Award, and formal dinner in the Town Casino will be highlights on the July 2 program. . . . Tonawanda Common Council has passed an ordinance calling for licensing and regulation of drive-in theatres and setting up fees for their operation. The ordinance empowers the mayor to issue the licenses and establishes a fee of \$1 per car speaker in each theatre. It provides that "no sound shall carry more than 200 feet outside the grounds of the theatre. . . . The Kenmore theatre building, Kenmore, is being purchased from Kenmore Theatre, Inc., by Joseph J. Bona, Tonawanda. The building, which houses the Kenmore, a 1600-seat house which has been closed about 4½ years, and 16 stores on the street level is being sold for \$145,000. The theatre at one time was a link in the Shea chain. . . . Myron Gross, Co-Operative Theatres, cooperated with Dave Kane, Universal office, in getting a lot of publicity for "Wild and Wonderful," when he took his own poddle, Maurice, down to the Statler Hilton to translate when Bob Sokolsky, Courier-Express, interviewed Michel, the talking dog, on the canine's visit to Buffalo. . . . Joe Garvey, manager, Schine's Granada, announces that Tent 7, Variety Club of Buffalo, will sponsor the opening night of "My Fair Lady" at his theatre on Dec. 23. . . . Loew's Teck, downtown Buffalo, which enjoyed a long run of "It's a Mad, Mad, Mad,

Mad, World," closed for an indefinite period. Tom Harmon, who had been manager of the house, is now at Shea's Buffalo. . . . Robert C. Hayman, Hayman Theatres, Niagara Falls, has been named to the committee heading the current \$39,500,000 Cash Collection Drive of the nationwide United Jewish Appeal campaign. . . . Kenneth Reuter has been named manager of the Buffalo office of United Artists. Reuther, who has been a member of the Paramount staff in Buffalo and Cleveland, succeeds Robert Friedman, who now is manager of the UA Philadelphia office. . . . Richard Streeter, assistant manager, Schine Riviera, Rochester, has been promoted to the management of the Ashland, Schine house in Ashland, O., Philip Thorne, manager, Schine Playhouse, Canandaigua, is now managing the Oneonta, Oneonta, and David Bobbett is manager of the Playhouse, to which spot he moves from the Malone, Malone, N. Y. George Perry is manager of the Schine Malone. . . . Gene Murphy, brother of the late Bob Murphy, who managed theatres in Buffalo, has been appointed manager of several departments of the Ace Flag Company, downtown Buffalo. Gene at one time was head of the accessories department at the local Warner Bros. exchange.

## CHARLOTTE

Bill Lemmond, Jr., who operates the Fox Drive-In, Charlotte, announced that the theatre is discontinuing its practice of showing "nudie" films and is switching to the family-type picture on a trial basis. "I never wanted to play nudie pictures," he said. "I don't look at them more than a lot of other people. But when you've got a theatre that people won't support in a community, you've got to do something to draw from outside that community. I think we've got more people in that community now, and maybe they would like to see a lot of good family pictures. I'm trying to get along with the people who claim they are in the majority. Well, let's see if they are. If they want good pictures at the drive-in, they had better support it. Or I'll sure bring back the nudies hot and heavy." Lemmond, the Fox, and a film called "Sun Lovers Holiday" were the subjects in 1962 of the last effort to enforce the state's obscenity law in Charlotte. A native of Charlotte, he has been in the theatre business for seven years.

W. G. Enloe, district manager, North Carolina Theatres, appeared before Raleigh, N. C., City Council opposing a proposal of newly-formed Raleigh Cablevision Co. to erect a community antenna system which would pipe television programs into homes for a fee. The former mayor of Raleigh and current candidate for the State Senate said the proposed resolution allowing Cablevision to come to Raleigh would give the firm "not only the dangerous potential of becoming an outlet for cable movies, but also pay TV." He said when and if pay TV becomes a reality, the "various community antenna systems will probably become the pioneering suppliers of such service," and other groups may want in. "Surely," he said, "you would not wish to grant a permit in haste only to learn later of its great value." The Council concluded that the Cablevision proposal needs more investigation by its Law and Finance Committee, and voted to hold up action on a final vote for a month. A spokesman for the new company said it does not plan to acquire rights on motion pictures other than those already released for television viewing.

## CHICAGO

Lou Goldberg, veteran salesman at Paramount, retired after 42 years of service. . . . Edward Fischer, publicity executive at Universal Studios, did press rounds to boost Universal films, including "Chalk Garden," to premiere at the Chicago. . . . Stockholders of Balaban and Katz reelected their same slate of directors, David B. Wallerstein, Arthur A. Goldberg, Edward L. Hyman, Elmer C. Upton, Simon B. Siegel, Bernard Levy, and Jerome B. Golden. . . . Belmont booking discrimination suit against B and K and film companies has been dismissed. The Belmont has become a bowling alley. . . . Bob Hope received the annual citizenship award of the Military Chaplain's Association at its recent convention in the Sherman House. . . . Harry Goldman, branch manager of United Artists, is reputed to have taken exception to a recent statement by Jack Clark, president of Allied Theatres of Illinois, that "limited-theatre subruns are causing a backup of product by tying up the prime nabe houses with extended runs." Goldman stresses that the subrun method of distribution is being inaccurately termed "showcasing" because this is a New York technique that has come to mean bypassing of a mainstem first run by going directly into neighborhood theatres. He says, "It hasn't been done to any great extent in Chicago, and United Artists is using a zoning method on first subruns wherein all houses within certain areas are free to bid on a picture." . . . Joe Levine scheduled a three-day press visit here June 18-20 to boast the Chicago opening of "The Carpetbaggers" on June 26 and the summer opening of "Zulu." . . . Exhibit space for the NAC-TOA trade show, Sept. 28-Oct. 1, is being rapidly filled. Spiro Papas is exhibit chariman of NAC. . . . World premiere of Universal's "The Killers" will take place at the Roosevelt on Aug. 6. . . . Chicago's Censor Board reviewed 65 films in April, rejecting five. . . . Hugh Heffner, president of Playboy Company, is taking over the Surf theatre from H. and E. Balaban Circuit on a long term lease. Surf's name will be changed to the Playboy. Heffner's plans for the house include making it the first in his national art theatre circuit. . . . Regal, one of the city's oldest theatres, is celebrating its 50th anniversary. . . . Edward Cassins, manager, Todd, is the proud father of a new son. . . . Leases are expiring this month on some of the film exchanges here. New addresses will be reported. . . . Allied Theatres permitted children to attend their shows at half-price on presentation of bottle tops from Bowman Dairy Co. . . . William Hansen, father of Florence Cohen, Warners, passed away. . . . Whiteway Electric Sign Company is installing electric signs and canopies to provide illumination for the new Evergreen, being built in Evergreen Park, Ill., by the Marks Circuit. . . . Howard L. Lubliner, 51, one of the owners of Lubliner and Trinz Theatre Circuit, died of a heart attack. The circuit operates the Clark, 4 Star, and Edens. . . . Dick Bernstein, chief barker, Variety Club Tent 26, presided over "King for a Day" luncheon at the Pick Congress Hotel. Lou Goldberg, veteran on film row, who is retiring from sales staff of Paramount, was honored. . . . Universal's world premiere of "Nightmare" and "The Evil of Frankenstein" broke records in neighborhood and drive-in theatres.

## CLEVELAND

Nat Walken, who operated the State, Salem, Ohio, for the past 33 years, received a front page write up with two column photograph

on the front page of the Salem News on the occasion of his recent retirement. In an editorial in the same issue of the newspaper he was wished a happy retirement with the comment that he "has provided good entertainment for many of us down through the years and, in addition, has participated in the varied civic activities that help to make Salem the fine community it is."

## COLUMBUS, O.

Northland, new 1,000-seat theatre being erected in the Northland shopping center on Morse Road, will open Aug. 15 with the Columbia feature starring Jack Lemmon, "Good Neighbor Sam." Associated Theatres of Cleveland will operate the Northland. Marshall Fine, Associated president, said he hopes to book "My Fair Lady" for the new theatre for Christmas. . . . Eileen Heckart, stage and screen actress and a Columbus native, will be permitted by Actors' Equity to star in the Stadium Theatre production here of "The Little Foxes" the week of July 21. This reverses an earlier ruling. . . . Samuel T. Wilson, theatre editor of the Dispatch, and Ron Pataky, theatre editor of the Citizen-Journal, are members of the 20th-Fox junket to Europe. . . . Manager Sam Shubouf, Loew's Ohio, arranged for sponsorship by Jerry Lewis of a trophy to be given to the Columbus girl chosen Miss Firefighter at the annual Fireman's Ball here June 13. The trophy presentation is a plug for "The Patsy." . . . Robert B. Radnitz, producer of "Island of the Blue Dolphins," was in town in advance of the local showing.

## DALLAS

The Dallas Women of the Motion Picture Industry have named Forrest White, who operates the Index Booking Service, as their "WOMPI Man of the Year." The selection has been expanded from the previous "WOMPI Boss of the Year" to encompass additional selection of personalities from the local film industry. Thelma Jo Bailey, WOMPI president, a charter member and a three term president, was selected as "WOMPI of the Year." Principal speaker at the meeting was Bill Williams, branch manager for 20th Century-Fox. He pointed out the contributions made by the organization which was founded in Dallas 11 years ago. . . . All seats will be reserved for the 14 performance weekly schedule of "Circus World," which will have its world premiere at the Capri on June 24. John Smith, one of the stars, will be here in person for the premiere. Showings will be held Monday through Saturday at 8:15 p.m., 7:30 p.m. Sunday, and 2 p.m. daily. Prices will be \$2.50 and \$2.25 evenings, Saturday and Sunday matinees \$2.25 and \$2, matinees Monday through Friday \$2 and \$1.75. A special \$1 price for children will be in effect for all performances except Friday and Saturday evenings. . . . Allen R. Steen, winner last year of a trophy as a champion in karate, and his students gave a demonstration in the lobby of the Majestic, where "From Russia With Love" is now showing. . . . Joe Jackson, chief barker of Tent 17, has announced that the tent will sponsor the Nov. 11 opening of "My Fair Lady" at the Tower to help raise funds to pay for the fourth Sunshine coach purchased by the Dallas Variety Club. . . . Eight Universal Pictures have been dated for release in Dallas during June, and a number of Universal stars will be here on personal appearances. Among the films are "Chalk Garden," June 4 at the Palace; on June 4,

there was a multiple opening in 14 theatres of "Wild and Wonderful." Michel, the talking dog, and his trainers, Mr. and Mrs. Charles Messick, were here to promote the film; on June 4, "Dark Purpose" opened at the Village; there will be a multiple opening in 17 theatres on June 11 of "Island of the Blue Dolphins." Celia Kaye was here, followed by Robert A. Radnitz, producer of the film, with trainer Frank Weatherwax and Junior the dog. The film will be on the same bill as "The Raiders." On June 18, there will be a multiple opening in 13 theatres of "Evil of Frankenstein" plus "Nightmare," and on June 25, "Bedtime Story" will open at the Majestic. . . . A series of appearances has been set by Bob Hope in Texas and Oklahoma in October and then an additional series next May. He will make four dates in three days opening Oct. 29 in Tulsa, Okla., where he will receive the Will Rogers Award. The following day, he will appear in Fort Worth, with an appearance the following afternoon at Texas A & M College in College Station, and that night at the University of Texas in Austin. Next May, Hope will appear at the opening of the dome stadium in Houston, come to Dallas for a one night stand, go to New Orleans for an appearance at Tulane University, and appear at Baton Rouge for Louisiana State University. . . . The performances of "The Fall of the Roman Empire" now at the Tower have been expanded to 28 weekly showings from 10 performances each week. There will be four performances daily on a continuous basis, with seats for all performances at \$1.25. . . . Joseph E. Levine, producer, is scheduled to visit Dallas on June 16 to promote "The Carpetbaggers." . . . Elsie Parish, Rowley United Theatres, has been named president of the Dallas chapter of Women in the Motion Picture Industry. Other officers are Ora Dell Lorenz and Juanita White, vice-presidents; Linda Paterson, recording secretary; Marie Russey, corresponding secretary; Betty Owens, treasurer; and Estelle Redd, Laverne Gordon, and Rosemary White, directors.

## DENVER

Bruce Marshall, Columbia salesman, was elected president of the National organization of Motion Picture Salesmen, an office he held once before in recent years. . . . The Ritz, Denver, has been reopened and is operating under the management of Bill Ramsey, who formerly ran the Vogue. . . . Bernice Gilmore, 20th-Fox, has been elected president of the WOMPI. Ida Schultz, Denver Shipping and Inspection Bureau, was named vice-president; Dianne Carr, National Theatre Supply, second vice-president; Marie Britton, D.S. & I. B., corresponding secretary; Marguerite Moylan, Denham Theatre, recording secretary; and Ann Miller, Allied Artists, treasurer. . . . An 1,100 car drive-in is to be built at West Jewell and Wadsworth by Colorado Development and Amusement Co., if favorable approval of zoning is given by Jefferson County commissioners. . . . Amateur radio license has been granted Bob Heyl of the Wyoming indoor and West drive-in, Torrington, and he is now building his "rig" and hopes soon to be on the air. . . . Four conventional and four drive-ins are day and dating first run of "Rhino." "Distant Trumpets" is also playing in five drive-ins and four conventional houses. . . . The Buckskin Drive-In, Ignacio, Colo., has recently been taken over by Garland Smith from Keith Dunbar. . . . Funeral services were held here for George Mayo, well known film exchange man, who died at the age of 74. Mayo, who retired several

years ago, is survived by his wife, a daughter, and four grandchildren.

## DES MOINES

Funeral services were held at Ames, Ia., for Joseph V. Gerbrach, 69, well-known Iowa theatre operator, who died of self inflicted gunshot wounds at his summer home at Clear Lake, Ia. Gerbrach started his theatre management career at the age of 17 when he joined forces with two older sisters and a brother in the operation of the Scenic, Ames. In 1922, he bought out the interests of other family members in several theatres, and when he retired in 1962, he turned over operation of four theatres, the Collegian, New Ames, Varsity, and Ranch Drive-In, all at Ames, to the Central States Theatre Corp. . . . Alice Patton, Central States Theatre Corp., was elected president of the Women of the Motion Picture Industry of Des Moines. Karen Bitting, Columbia, was named first vice-president; Joyce Brain, Paramount, second vice-president; Florence Work, Tri-States, corresponding secretary; Betty Hemstock, Central States, treasurer; and Deanna Knapp, United Artists, recording secretary. . . . Des Moines Variety Tent 15 held its annual golf outing at the Hyperion field club on June 7. . . . Neal Houtz has sold the Fireman's theatre, New Hampton, to Ray Kranske and Ray Huffman. Houtz, president of Iowa-Nebraska Allied, will continue to operate the Palace, Vinton, Ia. . . . Jim Robinson has reopened the Grand, Sheffield, Ia., after being closed for two years. . . . Earl Kerr has opened the new Hi-Vu Drive-In, Knoxville, Ia. The new drive-in replaces the Frontier-Drive-In. The federal Red Rock dam project necessitated the move. . . . The last theatre in Van Buren county, the movie at Stockport, Ia., has been forced to close its doors. . . . Dale Bucholz, former manager, Grand, Topeka, Kans., is the new manager, Strand, Council Bluffs, Ia. . . . Ray Duffy is the new manager, Ingersoll, Des Moines, replacing Bob Montgomery, who has moved to the Strand, Waterloo, Ia.

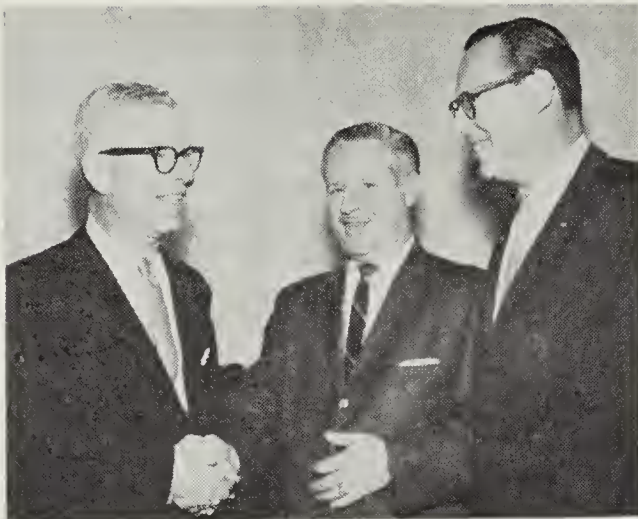
## DETROIT

Advance sales for "My Fair Lady," opening Oct. 28 at the United Artists, are reported at \$40,000. First four days are already sold out. This figure, five months before engagement, is a record for United Artists. It is probably also a record for Detroit.

On Monday (June 8) there was scheduled a Celebrity Luncheon at the Detroit Press Club honoring Producer Joseph E. Levine. Levine was in town to beat the drums for "Carpetbaggers," "Zulu," and other Embassy products. The Variety Club of Detroit seized upon the occasion to present him with its first annual "Admirable Showmanship Award." Tent 5 and its Barkerettes had made a substantial block of reservations to be present. . . . "It's a 4-Mad World" is one of the most successful Cinerama offerings to play the Music Hall. In its 17th week, it will have played to 180,000. Beginning June 22 through Labor Day, it will have seven matinees a week, and two early evening shows at 4:45 p.m. Saturdays and Sundays, in addition to the 8:30 showings each night, according to manager Russ Russo.

## HOUSTON

"The Fall of the Roman Empire" at the Tower is being shown on continuous performances and popular prices as a new summer policy. . . . Tom McKean, retired sales-



Ralph Pries, Philadelphia, second assistant international chief barker, Variety Clubs International, left, is seen at the Statler Hilton Hotel, Buffalo, site of the 37th annual convention on June 29-July 2, with James J. Hayes, convention chairman, and Michael F. Ellis, Jr., convention vice-chairman.

man of Paramount in Dallas, and his wife have moved to Houston. . . . The King Center west screen held a special school's out fun party with a program of four screen features. . . . Margaret Foster has been named new director of special services at the Windsor Cinerama, according to Charles Payne, managing director. . . . Attention is being called to Interstate Theatres Happy Savings Plan with the coming of summer. Interstate is conducting a campaign for Movie Discount Cards for young citizens from 12 through 17 years of age, and for senior citizens 60 years young or more. The discount card costs only \$1, and in any age group, the card holder may save 50 per cent on admissions at any Interstate Theatre in the state.

## JACKSONVILLE

Bender A. "Dock" Cawthon, film projection expert for Florida State Theatres, received painful facial injuries in a freak accident at the Jacksonville city hall. As Dock was about to enter a door, an unidentified person on the other side of the door pushed nightly and gave Dock a broken nose and several broken teeth. . . . O. Glenn Gryder, who has been connected with the Roy Smith Co., theatre suppliers, left for a vacation in North Carolina. On his return he will take over the Howco film shipping station for Joe Thrift. Flora Fowler, who formerly managed the station, has taken a maternity leave of absence. . . . Monica McCormick, secretary to W. A. McClure, Universal branch manager, plans to retire from Filmrow. . . . Herman Meiselman, owner of Meiselman Theatres, came in from his Charlotte headquarters to announce that his local first-run Town and Country and Cedar Hills, located at apposite ends of town, will henceforth have a day-and-date policy, beginning with the run of "It's A Mad, Mad, Mad, Mad World." . . . Art Castnor, Edgewood manager, left for his annual vacation, and Al Hildreth took over as relief manager, while Bob Jones, assistant to Marty Shearn at the Center, relieved Al at the Empress. . . . Tim Choulot, Edgewood assistant, left for duties in Daytona Beach when Ted Chapin, manager, Daytona, left on a vacation trip. . . . Marty Shearn, manager, downtown Center, had the same problems as a Broadway musical director at a casting session for chorus girls. When Marty advertised for a French poodle to be used in a street ballyhoo for his run of "Wild and Wonderful," a total of 16 tempermental poodles and their owners arrived in his office on the same morning. All the dogs were permitted to show their accomplishments, and Marty finally

selected a vivacious miniature charmer named Perky. With his mistress along to carry a tape recording of a dogs' bark and a message about the picture, Perky pranced through the downtown area and visited 17 suburban shopping centers. . . . Bill Williams, United Artists, president of Local B-67, IATSE Film Exchange Workers, was host here for a gathering of film workers of this city, Atlanta, Charlotte, New Orleans, Memphis, Houston, and Dallas. . . . The Motion Picture Charity Club has entered a hard-playing team in the city's industrial softball league for the third straight year. . . . Henry Harrell, 20th-Fox manager, returned from a three-day gathering of the company's branch managers held in New York. . . . Howard Bunch, 20th-Fox booker, is now working as a night relief doorman at the Empress and Imperial, succeeding Robert Kiddy who resigned.

## MEMPHIS

Bill Springer now operating the Oak, Lonoke, Ark., formerly run by Victor R. Weber. Sunset Drive In, Martin, Tenn., reopened on May 20. After being closed several weeks, the Palace, Greenwood, Ark., has reopened. Capitol Theatre, Paragould, Ark., has reopened after being remodeled. . . . The local WOMPI announces the following officers for the coming year: Juanita Hamblin, Malco Theatres, Inc., president; Lois Evans, Film Transit, first vice president; Leone Cooper, Malco Theatres, Inc., second vice president; Lurlene Carothers, United Artists Corp., treasurer; Marianne Bartlett, Fox Films, corresponding secretary; and Eva Caldwell, M.G.M., recording secretary. WOMPI is making plans for its Boss-of-the-Year dinner in June. Other WOMPI news: the award from the Memphis Heart Association for services given; and the write-up in a magazine for the WOMPI assistance in the Easter Seal campaign. . . . Edwin Howard, Press-Scimitar amusements editor, recently discussed movie-making by computer. In a 17-minute animated film, Dr. Kenneth C. Knowlton, a communications scientist for Bell Telephone Laboratories, demonstrated how a movie could be made by this unusual method. . . . Palace Theatre, Ridgely, has closed. . . . Erin Theatre, Erin, Tenn., opened on May 15. . . . R. O. Bryan closed Strand Theatre, Clinton, Ky., for two weeks in May. . . . Loew's Palace ended a better than three month run of "Tom Jones" the first week of June. . . . A gala luncheon for the King and Queen of the Memphis Cotton Carnival given by the Better Films Council. The Council sent a "princess and prince" to the Carnival Court.

## NEW HAVEN-HARTFORD

WHCT-TV (channel 18), home base for America's first over-the-air subscription tv experiment, has signed an agreement with newly-opened Hotel America, Hartford, for installation of 100 subscription tv decoders. At the same time, WHCT-TV general manager Mark Forrester announced a new subscriber bonus plan: If a subscriber watches five or more programs a month in July and August, he will not have to pay the monthly unit rental of \$3.25. . . . Theatre owners shouldn't be expected to serve as baby-sitting sensors, Allen M. Widem, Hartford Times amusements editor, reminded the Elm Tree Women's Club at a dinner meeting. "All too often," he told 100 women, "mothers drop their kids off at the nearby theatre with the admonition, 'Don't stay if the movie's an adult picture!' This, in effect, is asking the

theatre to turn the child away when the gesture belongs rightly to the parent and only to the parent. Due care should be exercised in the home on screen entertainment selection." . . . It's a boy for Strand, Hartford, assistant manager Norman Chasse and Mrs. Chasse. . . . "Late Bonus Shows," a plan under which a drive-in screens a third, sometimes title-unannounced attraction on Friday night, can be found again in the Hartford territory. Perhaps half a dozen under-skyers have resumed the practice, although this season doesn't seem to be overflowing with heavy advertising pointing up the practice. Regular price scale is in effect. . . . In one of the heaviest out-of-town reservations programs in Connecticut first-run history, Franklin E. Ferguson, general manager, Bailey Theatres, has set up reservations for Whalley, New Haven, engagement of Paramount's "Becket" through travel agents and the like. Towns represented include Bridgeport, Waterbury, New London, Hartford, and West Hartford. . . . Another long-shuttered Connecticut theatre—the Umberto J. Bello-owned State, Springdale, suburban Stamford—has resumed operations. Closed for eight years, the house is charging one dollar adult admission and 50 cents for children at all times, with exception of special advanced-price attractions. Bello has installed new seats, sound, screen, and projection. . . . Albert M. Pickus, owner-operator, Stratford, Stratford, and ex-TOA executive committee chairman, is adding a 300-car parking facility on adjacent land. . . . Scorn and derision heaped on American films headed overseas by certain domestic interests should be answered emphatically with the assertion that Hollywood-originated entertainment is the best demonstration of democracy-in-action. "It's unfair to label every picture headed for foreign distribution as unfair to the American image," Allen M. Widem, Hartford Times amusements editor, told the Hartford Chapter, National Council of Jewish Women. "Foreign audiences," he reminded the group, "look upon American movies in quite a different light. For one thing, they see a way-of-life that's second to none anywhere in the world. For another, they are enjoying entertainment technically superlative. These are the greatest arguments the west can serve up against Communism."

## NEW ORLEANS

Robert D. Mann, son of Ralph B. Mann, district manager of Fred T. McLendon's Alabama theatres, has been appointed manager of the theatre company's newly acquired Dixieland Drive-In, Opp, Ala. . . . The Dixie Drive-In is the 48th unit of McLendon's chain of theatre operations in the south in association with M. A. Connett Theatres, Newton, Miss., and Phillip Richardson. The spot was closed for several weeks for installation of a new screen, new boxoffice, attraction board, new concession equipment and newest in sound equipment. . . . Gulf States Theatres four-wallers reopening for the summer are the Colonial, New Iberia; Strand, Vicksburg; and Palms, Ft. Walton. . . . Mat Guidry, Pat, Lafayette, La., in association with Southern Amusement Company, Lake Charles, reopened the Nona, Lafayette, formerly owned and managed by Milton Guidry. . . . Mrs. Fern Randell now has her Fern Drive-In, Woodville, Miss., on full time operation. . . . Gerald S. Kennedy, 20th-Fox manager, returned from a company sales meeting in New York City. . . . Shirley Bacques returned to United Artists exchange as cashier, succeeding Janet Markey, who



John Gilmour, Jr., Mayor of Cherry Hill Township, N. J., recently presented "Best Man" award plaques to Jan Evans, Rutgers College of South Jersey, at the Community, Barclay Farm, N. J., in conjunction with the showing of United Artists' "The Best Man." The other students are Irving Gray and Susan Goodman, "Best Man" and "Best Woman" from Glassboro State College, Glassboro. William Kanefsky, manager of the Walter Reade theatre, arranged the public relations event.

resigned to await the birth of a child. . . . Grace Hirstel returned to 20th-Fox exchange as billing clerk, replacing Donna Letulle, who also resigned to await a visit from "the big bird." . . . R. N. Wilkinson, Universal division manager, visited the local branch. . . . WOMPI Jan Vallee, secretary to Gus Trog, Warner office manager, was married to Richard O'Brien and is on a honeymoon in the Pocono Mountains of Pennsylvania. . . . Kathy Keeler, Film Inspection Service steno and biller, resigned to await arrival of a "bundle from Heaven." . . . Grace Wiegand, Columbia booker, and a group of relatives motored to Kerryville, Mo., for the ordination of her nephew. . . . Paul Beck, Buena Vista sales manager, visited the New York World's Fair while attending Walt Disney's recent national sales meeting in New York. . . . Two daughters of Eileen Kaiser, Columbia head booker, were in recent school graduations. . . . Charles Bazzell, of the Varsity, Baton Rouge, La., and Denham Springs, La., four-waller, acquired the complete operation of the Trio, Zachary, La. . . . Vera Lions is back at Film Inspection Service pinch-hitting for film inspectors on vacation. . . . Gulf States Theatres have taken over complete operation of Loew's State, Memphis, Tenn.

## PHILADELPHIA

That recent dinner at the Bellevue-Stratford Hotel honoring United Artists' Al Glaubinger, promoted to central division manager; and welcoming his successor Bob Friedman as branch manager, was a huge success with \$600 profit going to Variety Club Tent 13's Heart Fund. Jay Emanuel was chairman of the affair and many UA executives from New York were among the 162 attending. . . . Variety Club Tent 13's Old Newsboys' Day is June 19. If you have not sent in your pledge card, please do so now. . . . Paramount's "The Fall Of The Roman Empire" went on a new summer policy of continuous performances at popular prices at the SW Stanley. . . . Variety Club Tent 13 and the Theatre Owners of Pennsylvania is holding a "Showmanship Award luncheon" at the Bellevue-Stratford Hotel on June 12 in honor of Joseph E. Levine. David E. Milgram is chairman of the affair. . . . Benny Harris gave his American Film exchange front a new coat of paint.

## SAN ANTONIO

George Watson, city manager of Interstate Theatres, has announced three major bookings for July. They include "It's A Mad, Mad, Mad, Mad World," booked for showing at the Broadway; "The Carpetbaggers," for the Aztec; and "Unsinkable Molly Brown," for the Majestic. . . . John Santikos, manager, Olmos, booked Universal's "Island of the Blue Dolphins," opening on June 11. Santikos reports that plans are being made for the young star, Celia Kaye, to visit the city in advance of the picture. . . . Emil Kupka, assistant manager, Aztec, was Secret Agent 007 and was discovered by Gidney Talley, a student, who received \$100 in cash. The promotion was in behalf of "From Russia With Love" at the Aztec. The contest was held by the Evening News and Interstate Theatres, Inc. Talley's parents own theatres in Mathis and Devine, Tex. . . . Jose Inez Cano, new consul general of Mexico, has extended an invitation to all members of the San Antonio Chamber of Commerce to attend a showing of the unique color film, "Mexico Before the World," at 10 a.m. at the Alameda. The 20 minute film in English tells the story of Mexico's Diez y Seis celebration as it is held in Mexico City, San Antonio, Los Angeles, Chicago, and New York. According to Cano, there are a number of scenes featuring San Antonio in the film. . . . A group of 13 Hollywood film and television stars arrived here to participate in the opening of the Hi Way House Hotel, which is headed by Mrs. Ricky du Pont, also a motion picture producer. The stars included Chill Wills, Big John Hamilton, Jim Mitchum, Barbara Nichols, Stephanie Powers, Eloise Hart, Gale Robbins, Allyson Ames, Madelyn Rhue, Tony Young, Skip Ward, Ryan O'Neill, Joanna Moore, and Michael Dante. . . . Linda Darnell, screen star, will play a leading role in the Peninsula Theatre's first 1964 play, "Janus," which opens at the theatre in Landa Park in New Braunfels, Tex., on June 16 and continues until June 28. . . . The H. E. B. Food Stores of San Antonio are conducting a coloring contest in conjunction with the showing of "Rhino" at the Laurel. . . . Ignacio Torres, manager of the Alameda, has booked another stage show featuring a number of Mexico City screen artists.



## New Odeon Theatre

TORONTO—Construction has commenced on a new theatre in Toronto to be operated by The Odeon Theatres (Canada) Limited.

To be known as the Odeon Albion Theatre, the latest addition to the Odeon Chain of 108 theatres will be ultra-modern in all respects. The completely air-conditioned building will feature the very latest in modern equipment and furnishings, while wide screen projection and stereophonic sound will ensure maximum enjoyment to the 850 arm-chair-style seats.

Located in the western suburb of Etobicoke, the theatre will be part of the new shopping center being built by Millmink Development Ltd. The area will eventually consist of from 50 to 60 stores, including two department stores.

There will be parking for 3000 cars in the shopping area, and entry will be easy from Finch Avenue on the north, Kipling Avenue on the east, or from Albion Road which runs Southeast to Northwest. In addition, Martin Grove Road will provide access to the Mall from the South. Eventually, these roads, with the exception of the latter, are expected to be major highways.

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## LONDON

(Continued from page 17)

failed to keep abreast of current audience demands that are the most vulnerable—those that have been content to reap the harvest in the good days but have not taken vigorous and imaginative steps to retain the more limited audiences of 1964. Today the public is exercising more emphatically than ever its right to choose the entertainment it wants, where and under what conditions it wants to see it. The regular visit to the cinema is a thing of the past for most families. Do not forget the average home is now an attractive place in which to spend an evening. People watch tv in comfort, drive out to meet their friends. They use their new spending power on a dozen or more rival forms of leisure. The pull is as strong as ever when the film gives them the kind of entertainment that they want to see. The cinema must offer surroundings of a high standard to complement the evening's entertainment.

"Good housekeeping not only pays dividends at the box office; it does much for the image of the cinema as a form of entertainment. By good housekeeping, I mean everything that contributes in a physical sense to the pleasures of a cinema visit—from the condition of the furnishings to the courtesy of the staff and condition of washrooms. I make no bones in saying that I believe the major operators have done and are doing, as much if not more than anyone to foster this good image. Rank is spending annually \$4,200,000 on maintaining theatres and \$2,800,000 on modernizing and reconstructing others."

Davis revealed that 15,000 are employed in the theatre division, in addition to 600 at 17 bowls (eight more are under construction); 1500 at 29 ballrooms; 200 in 25 dance studios and clubs; and 1600 in 39 full and 27 part time bingo clubs. No personnel figures were given for other activities.

**RANK DISTRIBUTORS'** Fred Thomas has scooped the pool by booking UI product to both ABC and Rank circuits in London concurrently. Jim Carreras' Hammer horror package, "Evils of Frankenstein"—"Nightmare," is playing the former, and "Chalk Garden" the latter. No specific support is linked to "Garden," and most London houses are showing E. J. Fancey dubbed continental spectacles. . . . Jack Le Vein's documentary-cum-newsreel compilation on Churchill, "The Finest Hours," has proved so successful that it gets a Rank circuit release on June 28. . . . Congratulations to George McLean, general manager, Pathe Equipments, on being promoted a director by D. J. Goodlatte. . . . ABC is closing the Eilte, Middlesborough, for a five month \$350,000 modernization and the installation of 70mm. . . . Michael Green has joined the board of British Home Entertainments, a pay tv company which is maintaining connections with the commercial cinema. Currently, it is behind the Joe-Losey-Dirk Bogarde World War I drama for AB Pathe release, "Hamp," and "An Evening with the Royal Ballet," which had a royal preme attended by the Queen and has been scoring in Australia. . . . A sunny postcard from Catherine O'Brien in Riva Del Garda, Italy, saying that Delmar Daves is keeping up a tremendous pace on "Affair at the Villa Fiorita," with Maureen O'Hara and Rossano Brazzi starring. There's been no postcard from Dennison Thornton in Clacton-on-Sea but hardly a newspaper appears without pictures of Maurice Wilson's "Everyday's a Holiday." The unit has shared a holiday camp with a 2500 strong religious convention complete with bishops, and the bishops have proved as photogenic—and cooperative—as the pop stars. . . . NSS' Walter Branson has been confabbing here with Ed Smith.

. . . Rank's Showtime and ABC Film Review, film mags for June, arrived in the same post and are really eye-catching, glossy presentations packed with seat filling features and pictures. The Showtimers EP disc, which is being offered to readers at a cut price, was specially played for me by publicity chief and creator of this promotion, John Behr. It is catchy and of excellent value. Incidentally, John has been joined by Frank Duesbury from Granada TV as his deputy. Welcome.

## NEW YORK

(Continued from page 16)

Although she could not spend too much time in the playroom, the playroom came to her through your warmth and kindness. Her just knowing that you would be there tomorrow made her look forward to her getting better tomorrow.

"She still speaks about you, and it's hard to put the proper words on paper. The Mrs. Fabian, Horwitz, Kaplan, Okun, and all the other gracious women, whose names I'm sorry not to recall, but who were just as important, were a real help to her as well as to all the other children. Thanks again from the bottom of our hearts."

The Barkerettes stand ready to welcome more volunteers.

**THE METROPOITAN SCENE:** L. E. "Nicky" Goldhammer to be named vice-president in charge of sales with the new Gilbert Miller film company. . . . Frankie Avalon in town to publicize AIP's "Muscle Beach Party" while appearing at the Copa. . . . Luther Davis, producer and writer of "Lady In A Cage," worried in a note about today's technology and that all of our gadgets may some day fail us. Then where will we be, he wants to know. . . . Museum of Modern Art will present an exhibition of stills over the summer from 70 years of movie-making. There are over 500,000 motion picture stills from over 10,000 films in the Film Library collection of the Museum. . . . Radio City Music Hall has expanded its regular advertising program to include the mass audiences of the New York subways and buses to entice the flow of visitors into the city here for the World's Fair. 3300 subway cars and 1500 buses in Manhattan are involved. . . . The fourth newsletter on "My Fair Lady" out in the mails to thousands in the U. S. and Canada to spread the news about the film. . . . Bill Doll handling press relations for Laterna Magika.

# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICE** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO  
Vol. 71 No. 22

JUNE 10, 1964

## AMERICAN-INT.

### The Evil Eye

MELODRAMA  
92M.

American International Pictures  
(Italian-made)  
(Dubbed in English)

ESTIMATE: Good whodunit for program.

CAST: John Saxon, Leticia Roman, Valentina Cortesa. Executive producer, Massimo DeRita; associate producer, Salvatore Billitri; directed by Mario Bava. A Galatea-Coronet production.

STORY: Leticia Roman arrives in Italy for a holiday, which she is going to spend with her aunt. The aunt is stricken and dies, and Roman flees the house to get help. She falls prey to a purse snatcher on her way to the hospital. Knocked unconscious, she is awakened by a scream and sees a woman collapse across the piazza with a knife in her back. A man appears, removes the knife, and disappears. Roman faints. She is found in the morning by a passerby, who flees as a policeman arrives. She is hospitalized and considered hysterical from the shock of her aunt's death. The murder story is discounted until a woman's body is found in the river days later. Roman discovers a series of murders, all unsolved, had been committed at the same spot at which he saw the woman fall. John Saxon, the young doctor who had tended her aunt, is skeptical, but she persists. She moves in with a friend of her aunt, whose husband seems a prime suspect. She discovers a box of clippings about the old murders in a closet. An ex-newspaperman who has made a cause out of the unsolved murders leads her closer to the killer. He is found shot. Roman stays on at the house despite the pleas of Saxon, who has fallen in love with her. Finally the real killer, her aunt's friend, reveals herself. Roman has a narrow escape but is saved by the killer's husband.

X-RAY: The curiosity of an amateur sleuth and a string of baffling murders make up an interesting plot which has been enacted with enough skill to make for good entertainment. Events move at a fast enough clip to sustain interest throughout, and the location in Rome offers fine background material for the lensmen. The usual seasoning of romance and humor has been added, which should provide general appeal.

AD LINES: "She Was Next . . . When Would The Killer Strike Again?"; "Look Deep Into 'The Evil Eye' And Know The True Meaning Of Fear!"

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They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered and indexed, and punched for a standard ring binder. Establish your seasonal set.

## COLUMBIA

### The Long Ships

MELODRAMA  
125M.

Columbia  
(Technirama)  
(Technicolor)  
(European made)

ESTIMATE: Lavish and spectacular period adventure tale.

CAST: Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino, Lionel Jeffries, Oscar Homolka, Edward Judd, Bebe Loncar, Clifford Evans, Gordon Jackson, Colin Blakely, David Lodge, Henry Oscar, Paul Stassimo, Jeanne Moody. Produced by Irving Allen; directed by Jack Cardiff.

STORY: Richard Widmark, devil-may-care Viking, is shipwrecked off the Moorish coast, where he learns of the existence of a golden bell. He is captured by the Moors but refuses to tell the Moorish chief, Sidney Poitier, where it is located. He escapes and returns to Denmark, where his shipbuilding father, Oscar Homolka, has just completed a new long ship for the King. To search for the bell, Widmark and his brother, Russ Tamblyn, steal the ship and take the King's daughter, Bebe Loncar, as hostage. Surviving a mutiny, Widmark is again shipwrecked in the maelstrom and cast up on the Moorish coast, where he is again captured by Poitier. Despite torture, he refuses to tell Poitier where the bell is. Relations are not improved when the Vikings break out of prison and raid Poitier's harem. With the aid of Poitier's wife, Rosanna Schiaffino, Widmark and Poitier agree to sail together and share the treasure. They bring the bell back, and the Vikings are saved from Poitier's treachery by the King and his men, who have captured the Moorish city. Poitier is killed by the bell falling on him, and Widmark is forgiven by the King and his father.

X-RAY: This brawling meller, which in parts reminds one of "The Vikings," is so full of action and little else that it is sure to please the general public. Widmark's performance is tonque-in-cheek and in vivid contrast to that of Poitier, who takes his part seriously. With definite fairy-tale qualities, this is so crammed with shipwrecks, battles, and brawls that there is time for

## NOTICE

In order to bring reviews to readers as soon as possible, the **REVIEWS** section of **MOTION PICTURE EXHIBITOR** has been expanded to eight pages this issue. In it will be found reviews of 20 feature pictures plus a listing of **FOREIGN** and **SPECIALTY PICTURE SOURCES**. There is no **EXPLOITATION** Section this week.

THE EDITORS

little else. Production and direction are first rate, and the wide screen and color are delightful. Something for all types of audiences may be found here; the glamour is amply taken care of by the leading ladies; and while there are disconcerting moments, such as that afforded by the incongruity of the many accents of the players, this is okay escape fare.

AD LINES: "An Adventure Of The Viking Age"; "They Came In Search Of The Fabled, Golden Bell Of St. James."

## EMBASSY

### Zulu

DRAMA:  
138M.

Embassy  
(Technicolor)  
(Technirama)  
(Filmed in Africa)

ESTIMATE: Highly interesting entry.

CAST: Stanley Baker, Jack Hawkins, Ulla Jacobsson, James Booth, Michael Caine, Nigel Green, Ivor Emmanuel, Paul Daneman, Glynn Edwards, Neil McCarthy, David Kernan, Cary Bond, Peter Gill, Tom Gerrard, Patrick Magee. Produced by Stanley Baker and Cy Endfield; directed by Cy Endfield.

STORY: In 1879, as the Reverend Jack Hawkins and his daughter Ulla Jacobsson witness a Zulu marriage ceremony as the guests of the chief, a runner arrives to report that 1200 British soldiers have been slaughtered by other Zulu warriors. Knowing that natives will move against a small British garrison around the mission, they hurry to warn the soldiers. Lt. Stanley Baker refuses to leave as they have orders to remain, and he starts building makeshift defenses with the aid of fellow officer Michael Caine. Hawkins tries to get permission to have the sick evacuated, but Baker feels he needs every man that can hold a rifle to repulse the 4,000 natives, who strike a number of times but are repulsed each time. The brave soldiers take a heavy toll, an eventually when things look blackest, the Zulu leader withdraws after saluting the men behind the flimsy barricades. Many of the survivors are awarded the Victoria Cross.

X-RAY: Based on an incident in British history, this colorful tale of five-score British soldiers who survive the attack of thousands of fierce Zulu warriors is interesting; packed with adventure, action, suspense, and drama; and also contains bits of comedy. It is a trifle long for the story it has to tell, with some feeling that the climactic battle scenes are a bit too long in coming. Performances are quite good, as are the direction and production, with the on-spot filming and color providing invaluable assists. The screenplay is by John Prebble and Cy Endfield, suggested by an article by Prebble. Action fans will be pleased.

TIPS ON BIDDING: Higher bracket.

AD LINES: "Thousands Against A Few In An Exciting Saga From History"; "Thrill To The Greatest Of Action Adventure Films."

## MGM

### Gold For The Caesars

MELODRAMA  
86M.

MGM  
(Italian-made)  
(Dubbed in English)  
(Technicolor)

ESTIMATE: Another action-packed Italian-made spectacle.

CAST: Jeffrey Hunter, Mylene Demongeot, Ron Randall, Massimo Girotti, Giulio Bosetti, Ettore Manni, Georges Lycon, Furio Meniconi. Produced by Joseph Fryd; directed by Andre de Toth.

STORY: In a Roman colony in northern Spain in 93 A.D., gold is found in the valley of the Sil, controlled by Celts. Massimo Girotti, Pro Consul, has among his slaves Mylene Demongeot, who has become his favorite, and architect Jeffrey Hunter, who is promised his freedom if he successfully mines the gold. Hunter's enemy is Centurion Ron Randall, who considers Hunter too independent and over-bearing. Girotti becomes incensed when he learns Demongeot and Hunter have fallen in love. He breaks his truce with Celt chieftain Georges Lycon, which permitted his slaves to mine the gold. As the Celts prepare to attack, Hunter opens the sluice gates of the dam he had engineered to allow the mining, and the Celts are drowned in the rising water from the falls. Hunter and Girotti battle to the death atop a sluice gate.

X-RAY: This Italian-made Romans vs Celts spectacle unwinds like an old fashioned, action-packed western, with the actors, of course, in ancient costumes. It is okay so far as such things go and will do for the program in the action spots. This was adopted from a novel by Florence A. Steward.

AD LINES: "Slave And Master In A Duel To The Death For A Pleasure-Mad Pagan Beauty"; "A Fearless Slave Who Held A King's Ransom In His Hands—And Rome's Wickedest Woman In His Arms."

### Honeymoon Hotel

MGM  
(Panavision)  
(Metrocolor)

COMEDY  
89M.

ESTIMATE: Names will assist tepid farce.

CAST: Robert Goulet, Nancy Kwan, Robert Morse, Jill St. John, Keenan Wynn, Anne Helm, Elsa Lanchester. Produced by Pandro S. Berman; directed by Henry Levin.

STORY: Bachelor room-mates Robert Goulet and Robert Morse are to be split up by Morse's marriage to Anne Helm. Goulet, a notorious wolf, is opposed to marriage violently. When Morse and Helm battle at the altar, the wedding is called off. Rather than waste Morse's honeymoon tickets to a tropical isle, Goulet accompanies the distraught bridegroom. They check in at the hotel. Unknown to them, it is for honeymooners only. This results in many complications, but Goulet soon has his romantic sights on social director Nancy Kwan. The confusion is compounded by the arrival of Goulet's boss, Keenan Wynn, with Goulet's old flame, vacant-minded but beautiful Jill St. John. Wynn's wife arrives, and the three men spend considerable time shuffling St. John back and forth in an effort to save Wynn's reputation. Helm also shows up, having decided to give Morse another chance. All ends happily as Goulet and Kwan find true love and Morse happily takes over as the bachelor wolf. Helm is left holding the bag.

X-RAY: Some extremely talented young performers are involved in this romantic farce. Robert Goulet and Robert Morse make their screen debut after fabulous success on Broadway. Nancy Kwan and Jill St. John provide

plenty of feminine allure, Unfortunately, the film promises a lot more fun than it delivers. Situations are trite and forced, and these talented people are at the mercy of a mediocre story that has considerable trouble getting off the ground. They all work hard, but only the undemanding will be impressed. Goulet, primarily noted for his singing, does warble a title song over the credits, but that's all. The picture could stand his kind of music. Morse shows promise of being a delightful film clown, but he doesn't have a great deal to work with here. Kwan brightens things up with an uninhibited dance number, and sets and surroundings are suitably plush. Play up the names and the sexy fun and hope for the best. Screenplay by R. S. Allen and Harvey Bullock.

TIP ON BIDDING: Fair program rates.

AD LINES: "Two Bachelors Run Wild In A Honeymoon Hotel"; "The Wildest Romantic Mixup Ever To Explode The Screen With Laughter."

## PARAMOUNT

### Ring Of Treason

MELODRAMA  
89M.

Paramount  
(English-made)

ESTIMATE: Well-made spy thriller.

CAST: Bernard Lee, William Sylvester, Margaret Tyzack, David Kossoff, Nancy Nevinson, Thorley Walters, Gillian Lewis, Brian Nissen, Newton Blick, Philip Latham, Howard Pays. Produced by Leslie Gilliat; directed by Robert Ronson.

STORY: Bernard Lee is a hard-drinking ex-Navy man with a weakness for women, who is attached to the British embassy in Warsaw. His drunken mishaps bring about a transfer to a Naval base in England, dealing with secret underwater experiments. The Russians blackmail him into getting information for them once he is established. He makes friends with spinster Margaret Tyzack, who is in charge of the safe where important records are kept, and persuades her that it's all right to pass on records to agent William Sylvester. He in turn passes them on to book dealer David Kossoff and his wife, who live in the suburbs and who radio the material on to Moscow. The CID stumbles onto Lee accidentally because of his free spending, and start trailing him and Tyzack until they lead them to the others. Most of ring is rounded up, convicted, and sentenced to long prison terms.

X-RAY: How a spy ring in England is broken makes for absorbing film fare for the most part, with the cast, locale, and production settings making the whole thing appear natural and realistic. The matter-of-factness of the tale also aids in building suspense and interest. The cast is fine, and the direction is good. The screenplay is by Frank Launder and Peter Barnes, and it should be appreciated by those who go for intrigue, spying, and such, practically all of which is based on fact. It should do well as part of the show.

AD LINES: "A Spy Shocker That Shook England"; "Secrets For Sale Until The Police Step In And Crack A Spy Ring."

### Robinson Crusoe On Mars

SCIENCE FICTION DRAMA  
110M.

Paramount  
(Technicolor)  
(Techniscope)

ESTIMATE: Good science fiction entry.

CAST: Paul Mantee, Vic Lundin, Adam West, Mona, the wooly monkey. Produced by Aubrey Schenck; directed by Byron Kaskin; executive producer, Edwin F. Zabel.

STORY: A U. S. space ship circles Mars to

test that planet's gravity. Aboard in separate cabins are Adam West and Paul Mantee, along with Mona, a monkey. To avoid colliding with a meteor, they veer off course and are caught in the gravity of Mars. The two men abandon ship, with Mantee taking the monkey. Mantee is able to salvage a few items, and survival seems a matter of days with limited oxygen and supplies, and a few pieces of equipment. He and the monkey find a cave, and he notices that a yellow rock gives off oxygen, which he is able to use as a fuel as well. The monkey locates a spring of water. He also finds some pods underground which serve as food. He searches the rocky surface until he locates the capsule containing his companion. West is dead. The weeks pass, after which he spots some activity in the distance. He sees some human-appearing prisoners mining rock in a quarry that is patrolled by mysterious space ships. One of the prisoners escapes, and the rocket ships try to destroy him with mysterious beams. Mantee saves him. They get to know each other as the ships try again and again to destroy escapee Vic Lundin. Mantee learns that periodically, the slaves are brought to Mars to mine needed minerals, and are controlled by bands of metal around their wrists. They come from a distant star, and Lundin uses orange pills to help him breathe the thin atmosphere. The ships return and destroy the cave. Their whereabouts are known until Mantee can get the wrist bands off of Lundin. They head for a distant ice cap. Another space craft appears, but this time Mantee's broadcasting brings an answer in English. They are on their way to being saved.

X-RAY: These days, who knows how much of the story is fact and how much fiction as the U. S. stands on the verge of space conquest, anyhow, the film is realistically presented, and the story is interesting and well done. The attention to detail and background enhances the production, satisfying to a great extent the topical and natural curiosity of audiences. The acting is good, and direction and special effects are fine. It is one of the best of the so-called science fiction entries, in keeping with the latest available information. A bit of extra exploitation and promotion can cause quite a stir at the boxoffice. The screenplay is by Ib Melchior and John C. Higgins, based on "Robinson Crusoe," by Daniel Defoe.

AD LINES: "Climb Aboard For The First Trip To Mars And Unlimited Excitement And Adventure"; "Next Stop—Mars . . . Delve Into Its Mysteries As Spacemen Battle To Survive On The Stop In Space."

### Stage To Thunder Rock

WESTERN  
82M.

Paramount  
(Techniscope)  
(Technicolor)

ESTIMATE: Fair western.

CAST: Barry Sullivan, Marilyn Maxwell, Scott Brady, Lon Chaney, John Agar, Wanda Hendrix, Anne Seymour, Allan Jones, Ralph Taeger, Laurel Goodwin, Robert Strauss, Robert Lowery, Argentina Brunetti, Rex Bell, Jr., Suzanne Cipito, Wayne Peters, Keenan Wynn. Produced by A. C. Lyles; directed by William F. Claxton.

STORY: Sheriff Barry Sullivan catches up with a pair of brothers who robbed the bank in his town, kills one, and though wounded, captures the other, Ralph Taeger. What complicates this is that years ago, orphaned Sullivan was raised by Taeger's father, Keenan Wynn, who will now go after Sullivan. Taeger tries to get away, and in the resultant fight, their horses run away. They are forced to walk to a stage way station operated by dispirited Lon Chaney and his harping wife, Anne Seymour, who are about to lose their land because of the lack of a few dollars. Seymour is hopeful that when their school teacher daughter, Marilyn Maxwell, arrives, she can lend them the needed money. Sey-

mour doesn't know that Maxwell was really a prostitute and not a teacher. Maxwell's younger sister, Laurel Goodwin, tired of her dreary existence and yearning for other places and excitement, plans on leaving despite the romantic interest of stage driver John Agar. Back in town, the mayor and others don't have faith in Sullivan to recover their missing money, and they hire professional killer Scott Brady to get the money and kill the outlaws, setting a high price on each. Brady agrees, needing the money for his blind daughter. Sullivan refuses to turn the money or Taeger over to Brady at the station, and Brady leaves to intercept Wynn hoping to at least collect the bounty on his head. Wynn kills him, as well as another rancher to get a horse. Taeger tries to bribe the women to give him a gun, but doesn't get a chance to use it. Meanwhile, it develops that Sullivan and Maxwell once loved each other. They still do, but he refuses to discuss their situation until this matter is settled. As dawn breaks, Wynn arrives, and in the showdown, Sullivan kills him. Chaney asserts himself and declares that they will fight to keep their land. Goodwin decides to remain and accept Agar's attentions. Sullivan continues towards town with his prisoner and the recovered money. He tells Maxwell that he is going to quit and come back for her.

**X-RAY:** There are quite a number of plots and story situations tied together by a stage coach station containing people who would like to change their destinies. Many of them do. It holds interest in moderate manner. There is some action and some suspense, and also to be found here are average performances and fair direction and production. The use of color makes it a bit more attractive, and the use of a number of well-known "names" may also be of value. The original screenplay is by Charles Wallace.

**TIPS ON BIDDING:** Fair program rates.

**AD LINES:** "A Stage Coach Station Meant Life Or Death To A Number Of People"; "A Suspense-Packed Action Western."

## UNITED ARTISTS

### 633 Squadron

MELODRAMA  
101M.

United Artists  
(Mirisch)  
(Color by DeLuxe)  
(Panavision)

**ESTIMATE:** Interesting entry of pilots in action during World War II.

**CAST:** Cliff Robertson, George Chakiris, Maria Perschy, Harry Andrews, Donald Houston, Michael Goodliffe, John Meillon, John Bonney, Angus Lennie, Scot Finch, Barbara Archer, Julian Sherrier, Susan Farmer, John Church. Executive producer, Lewis J. Rachmil; produced by Cecil F. Ford; directed by Walter E. Grauman.

**STORY:** When George Chakiris, Norwegian underground fighter, reveals to British Intelligence that the Germans are about to loose a rocket barrage on England fueled by a processing plant hidden in a mountainous Norwegian fjord, a decision is made to destroy the plant at all costs. Squadron 633 under Cliff Robertson is assigned to the task, and they receive some special bombing training. Chakiris reports back to the underground to lead it in silencing the ring of anti-aircraft weapons surrounding the installation. Before he leaves, he has a brief reunion with his sister, Maria Perschy, and he introduces her to Robertson, with these two falling in love. Chakiris is captured by the Gestapo, and the British, fearful he will talk, order Gestapo headquarters destroyed. Robertson offers to do the dirty deed. The bombing time is also moved up, and the entire squadron is destroyed as they hit their target, which is also destroyed. Robertson's plane manages to land, but it seems as though he is mortally wounded.

**X-RAY:** This entry about a British plane squadron in action contains some good action sequences, a fairly interesting story, and adequate performances. Attention is held pretty much on high throughout, although the running time is a bit on the long side. The technical angles add to the general interest, and the use of color provides another assist. A bit of extra ballyhoo can arouse some needed excitement in the film, and it should do average at the boxoffice. The screenplay is by James Clavell and Howard Koch, based on the novel by Frederick E. Smith. Incidentally, bits of comedy and romance lighten the grim aspects of conflict.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "The Story Behind The Winged Legend Of World War II"; "They Flew Through A Crack In The Earth And Split A War Wide Open."

## UNIVERSAL

### Bedtime Story

COMEDY  
99M.

Universal  
(Eastman Color)

**ESTIMATE:** Highly amusing romantic comedy is delightful entertainment.

**CAST:** Marlon Brando, David Niven, Shirley Jones, Dody Goodman, Aram Stephan, Parley Baer, Marie Windsor, Rebecca Sand, Frances Robinson, Henry Slate, Norman Alden, Susanne Cramer. Executive producer, Robert Arthur; produced by Stanley Shapiro; directed by Ralph Levy.

**STORY:** Corporal Marlon Brando is with the American occupation forces in Germany, and he has quite a routine with the frauleins and quite a record of success. One of his escapades is with the burgomeister's daughter, and this brings censure from his commanding officer, who is persuaded to advance his discharge lest a sensational investigation is started as a result of Brando's many illegal activities. While operating on the train, he meets David Niven, a smoother and more sophisticated lover of women and their wealth, who plays for much bigger stakes. Brando hopes to move into his territory on the Riviera, and blackmails Niven for a piece of the action. Brando poses as Niven's idiot brother to frighten off females who would marry "Prince" Niven. They begin to encounter more and more conflict in their operations and division of spoils, and agree to a showdown when American soap queen Shirley Jones arrives for a vacation. The first to extract \$25,000 from her wins the territory. Brando pretends to have lost the power to walk because of a double-crossing sweetheart, and he seeks \$25,000 for the aid of a famous non-existent psychiatrist. Niven, learning of the plot, poses as the psychiatrist in town on a vacation, willing to accept the case and fee directly. Brando falls for Jones and she for him, and then Niven learns that she is not from a wealthy family but rather that she won a soap contest and got the trip and wardrobe as a prize. Brando finds he can't even make love to her until he marries her, which he does. Niven remains king of the con-men.

**X-RAY:** Marlon Brando and David Niven as a pair of confidence men dealing in love and money on the Continent are a delight to the funnybone and the palate which has a yen for the light and funtastic. The story is a happy frame on which the action plays, and it has a couple of cute twists engineered strictly for laughs. It got them in substantial quantity at a sneak preview. Incidentally, Brando as a philandering lover and comic is quite good, and his pretense at being an idiot is a high spot in the film. The others are excellent as well, and the direction and production are expert. Color also provides an attractive assist. The screenplay is by Stanley Shapiro and Paul Henning, and the

end result could make a penetrating dent at the boxoffice once the word gets around.

**TIPS ON BIDDING:** Higher bracket in many situations.

**AD LINES:** "The Funniest Tale Of Boys And Babes Since Fairy Tales Were Invented"; "When The Team Of David Niven and Marlon Brando Go To Work On A Gal, The Results Are Disastrous . . . And Funny."

## The Killers

MELODRAMA  
95M.

Universal  
(Color)

**ESTIMATE:** Fast-moving, interesting picturization of Hemingway story.

**CAST:** Lee Marvin, Angie Dickinson, John Cassavetes, Ronald Reagan, Clu Gulager, Claude Akins, Norman Fell, Virginia Christine, Don Haggerty, Robert Phillips. Produced and directed by Donald Siegel.

**STORY:** Professional killers Lee Marvin and Clu Gulager are hired to kill John Cassavetes, and both are surprised that he waited resignedly for death from their guns. They find out that he was involved in a million dollar mail hold-up years back and was supposed to have gotten away with the money. Backtracking, they find Cassavetes was a racing driver in partnership with Claude Akins. Their relationship was weakened by the appearance of Angie Dickinson, who made a play for Cassavetes. Cassavetes was badly injured in a crash and learned she was being kept by underworld character Ronald Reagan. From Norman Fell, they learn that Dickinson found Cassavetes working as a mechanic and driver at a small track, convinced him that she still cared, and showed him that they could get a bundle of money and go off together. She persuaded him to join Reagan and several others in the mail hold-up because his expert driving was important. After the hold-up, Cassavetes doublecrossed Reagan, met Dickinson with the loot, and they got away together. Reagan was waiting for them and Cassavetes knew he had been doublecrossed. He got away before Reagan could kill him. Marvin and Gulager find that Dickinson and Reagan are married and that it was Reagan who hired them to kill Cassavetes. Reagan tries to get rid of them, wounding both fatally, but Marvin has enough strength left to kill Reagan.

**X-RAY:** Fast-moving and interesting is this tale of professional killers in action, who also play the part of detectives in order to track down a million dollars in loot. The plot holds attention pretty much throughout; the performances are capable; and the direction and production values are good. It should do well as part of the show. The screenplay is by Gene L. Coon, based on the Ernest Hemingway story. There is a song, "Too Little Time," to be heard as well.

**AD LINES:** "Desperate Men On The Trail Of A Million Dollars"; "A Suspense-Packed Tale Of A Pair Of Men With Guns For Hire."

## Marnie

DRAMA  
129M.

Universal  
(Technicolor)

**ESTIMATE:** Effective psychological drama.

**CAST:** Tippi Hedren, Sean Connery, Diane Baker, Louise Latham, Alan Napier, Martin Gabel, Mariette Hartley, S. John Launer. Directed and produced by Alfred Hitchcock.

**STORY:** Tippi Hedren has been working for a number of companies until she gets to know the office routine and the whereabouts of the office cash. Then she makes off with the funds. She goes to work for a company owned by Sean Connery, who recognizes her as the girl who stole money from an acquaintance, Martin Gabel. He falls in love with her and makes her return the money, after which he practically forces her to marry  
(Continued on page 5178)

## FOREIGN and SPECIALTY PICTURE SOURCES

A service, to those theatremen who wish to locate distribution outlets and sources of supply, for imported and off-beat features and shorts, that may prove attractive to particular levels or nationality groups. Every effort will be made to re-edit and re-check all data in the following lists, each time used. As many are fringe enterprises, not too closely identified with the domestic motion picture industry, however, MOTION PICTURE EXHIBITOR cannot accept responsibility for accuracy or completeness.

The name and address of the company itself, the name of at least one executive to whom inquiries can be directed, and a rough idea of the number and type of product available is as follows:—

- ACADEMY PRODUCTIONS, INC.** Exec: Ursula Lewis—1501 Broadway, New York 36, N. Y. (11 features—mainly of French, German and Spanish origin)
- WILLIAM J. AHERN, Owner**—514 Grand St., Troy, N. Y. (Religious & silent features, shorts, varied foreign origin)
- AJAY FILM CO.** Exec: Arnold Jacobs—200 Park Ave., New York 17, N. Y. (numerous features, varied origin)
- AMERICAN NEWSREEL** Exec: E. M. Gluckman, Pres.—Box 831 Grand Central Station—New York, N. Y. (4 features, mainly all-negro casts, origin USA)
- GEORGE K. ARTHUR—GO PICTURES, INC.** Exec: George Brest, Pres.—37 W. 57 St.—New York, N. Y. (6 features, English, French and Dutch origin, 120 foreign short subjects)
- ARTKINO PICTURES, INC.** Exec: Mrs. Rosa Madell, Pres.—723 Seventh Avenue—New York 19, N. Y. (110 features, short subjects, documentaries—all of U.S.S.R. origin)
- ATLANTIC PICTURES CORP.** Exec: George Roth—37 W. 57 St., New York 19, N. Y.
- ATLANTIS FILMS, INC.** George Morris, President—117 1st Ave., New York 3, N. Y. (8 features—varied foreign origins)
- AUDUBON FILMS,** 1600 Broadway, New York, N. Y. (Exploitation films, French origin)
- AUSTRALIAN NEWS AND INFORMATION BUREAU** Exec: Mel Pratt — Frank Long, Film Officer—636 Fifth Avenue, New York 20, N. Y. (Numerous short subjects on life, travel and scenic features of Australia)
- AZTECA FILMS, INC.** Exec: Juan Bueno, Pres.—1743 S. Vermont Ave., Los Angeles 6, Calif. (100 features—Mexican origin)
- SAM BAKER ASSOCIATES**—165 W. 46 St., New York 36, N. Y. (16 features—German origin)
- B. C. G. FILMS** Exec: Nat Gassman—405 Lexington Ave., New York 17, N. Y. (6 features, U. S. & foreign origin)
- BEAVER-CHAMPION ATTRACTIONS, INC.** Exec: James A. Mulvey, Pres., N. A. Taylor, David Griesdorf, V.P.'s, Harry S. Mandell, Treas., Stephen W. Mulvey, Secy.—1270 Ave. of Americas, New York 20, N. Y. (3 features—varied origin)
- BECKMAN FILM CORP.** Exec: Alexander Beck, Pres.; Edmund Goldman, Vice Pres.—9145 Sunset Blvd., Hollywood 69, Calif. Also U. S. Franchise distributors. (4 features—U. S. origin)
- BRANDON FILMS, INC.** Exec: Thomas J. Brandon—200 West 57th Street, New York 19, N. Y. (40 foreign features—mainly French, several Japanese, some silent)
- BRENNER, JOSEPH ASSOCIATES** Exec: Joseph Brenner—251 West 42nd Street, New York, N. Y. (24 features—varied foreign origins)
- BURSTYN, JOSEPH, INC.** Exec: Fae R. Miske, Pres.—200 W. 57th St., New York 19, N. Y. (17 features—varied foreign origins, plus 7 short subjects)
- CAMEO INTERNATIONAL PICTURES** Exec: Wm. Sheldon, Pres.—701-7th Ave., New York 19, N. Y. (varied features)
- CARI RELEASING CORP.**—15 Central Park West, New York, N. Y. (Several features)
- CAMBIST FILMS, INC.** Exec: Lee Hessell—850 Seventh Ave., N. Y., N. Y. (Several exploitation films)
- CARILLON PICTURES** Exec: Irving Lesser, Gen. Mgr.; Leo Abrams, Sales Mgr.—527 Madison Ave., New York 22, N. Y. (6 features—action and documentary, 6 shorts)
- CASINO FILMS, Inc.** Exec: Munio Podhorzer, Pres.; Nathan Podhorzer, Vice Pres.; Ilse Weingarten, Treas.—1546 Broadway, New York 36, N. Y. (40 features mainly of German and Austrian origin with English subtitles. Numerous short subjects)
- CASOLARO GIGLIO FILM DISTR. CORP.** Exec: Salvatore Casolaro, Gen. Mgr.—277 Canal St., New York 13, N. Y. (Over 300 Italian features, with and without English subtitles)
- CAVALCADE PICTURES, INC.** Exec: Harvey Pergament—959 No. Fairfax Ave., Hollywood 46, Calif. (30 features, features, shorts, varied foreign origin)
- CINEMA CORPORATION OF AMERICA** Exec: Alan F. Martin, V.P.—55 Valhalla Way, Wayne, N. J. (1 religious feature)
- CINEMA DISTRIBUTOR OF AMERICA**—54 Dauphin St., Mobile, Alabama. (Exploitation features)
- COLORAMA PICTURES** Exec: Leo F. Samuels, V.P. Sales—16 W. 46 St., New York 36, N. Y. (4 features—Italian and Spanish origin)
- CONTEMPORARY FILMS, INC.** Exec: James W. Britton, Pres.; Leo R. Dratfield, Dir. of Distr.—267 West 25th Street, New York 1, N. Y. (3 features—French and Japanese origin)
- CONTINENTAL DISTRIBUTING, INC.** Exec: Walter Reade, Jr., Ch. of Bd.; Irving Wormser, Pres.; 1776 Broadway, New York 19, N. Y. (81 features—English and European origins—11 shorts)
- CROWN INTERNATIONAL PICTURES** Exec: Newton P. Jacobs, Pres.—1918 S. Vermont Ave., Los Angeles 7, Calif. (6 exploitation features)
- D&F DISTRIBUTION CORP.**—1270 6th Ave., New York 20, N. Y. (1 feature—German origin)
- DAVIS-ROYAL**—130 E. 58 St., New York 22, N. Y.
- DIAMOND FILMS, LTD. INC.,** Exec: A. Casrell, Dir. 11 W. 42 St., New York 36, N. Y. (60 selected subjects, Spanish)
- DOGU TRADING COMPANY** Exec: M. S. Dogu—162 Water Street, New York 38, N. Y. (1 feature, Turkish origin)
- EAGLE FILMS** Exec: Joseph Ornstein, 375 Park Ave., New York, N. Y.
- ELLIS FILMS, INC.** Exec: Jack Ellis, Pres.—1501 Broadway, New York 36, N. Y. (15 features—French and Italian origin)
- ENTERPRISES COMBINED, INC.** Exec: Aslam Khan—565 5th Ave., New York 17, N. Y. (Several films, from India)
- EUREKA PRODUCTIONS, INC.** Exec: Samuel Cummins, Gen. Mgr.—153 Neptune Ave., New Rochelle, N. Y. (6 features—French and other origin)
- EXCELSIOR PICTURES CORP.** Exec: Walter Bibo, Pres.—1564 Broadway, New York 36, N. Y. (4 features—miscellaneous origin)
- EXCLUSIVE INTERNATIONAL FILMS**—1776 Broadway, New York 19, N. Y. (21 features—U. S. & foreign origin)
- FANFARE FILMS** Exec: Jos. Solomon—1239 Vine St., Philadelphia, Penna.
- FAIRVIEW FILMS, INC.** Exec: S. S. Isquith—26 Broadway, Suite 765, New York 4, N. Y. (U. S. & English films)
- FILM REPRESENTATIONS, INC.**—251 West 42 Street, New York 36, N. Y. (8 features—English, French & Italian origin, 75 American re-issues)
- FILMS AROUND THE WORLD, INC.** Exec: Irvin Shapiro—745 Fifth Avenue, New York 22, N. Y. (numerous features—European origin)
- FILMVIDEO RELEASING CORP.** Exec: Maurice H. Zouary—333 W. 52nd St., New York 19, N. Y. (Documentary films for theatrical and television)
- FINE ARTS FILMS, INC.** Exec: Arthur M. Epstein, Pres.; Rita C. Eagle, Sec.-Treas.—1501 Broadway, New York 36, N. Y. (10 features—varied foreign origin)
- FOUR CROWN PRODUCTIONS**—7165 Sunset Blvd., Hollywood 46, Calif.
- FRENCH FILM OFFICE**—654 Madison Ave., New York, N. Y. (French films)

- GORTON ASSOCIATES** Exec: Ron Gorton, B. Jacon—1501 Broadway, N. Y. 36, N. Y.
- GOTHAM RELEASING CORP.** Exec: Sam Lake, Pres.—630 Ninth Ave., New York 36, N. Y. (10 features—varied foreign origin)
- GOVERNOR FILMS** Exec: Dave Emanuel—509 Madison Ave., New York, N. Y. (numerous features, various foreign origin)
- GRAND PRIZE FILMS INC.** Exec: Sidney Kaufman, Pres.; George Hirschfeld, Sec.—565 Fifth Ave., New York 17, N. Y. (36 features—varied foreign origin)
- GREEK MOTION PICTURES, INC.**—358 W. 44 St., New York 36, N. Y. (21 features, Greek origin—1 English)
- GRESHLER, ABNER J. PRODUCTIONS, INC.** Exec: Abner J. Greshler, Pres.; Fred Harris, N. Y. Exec:—1270 Ave. of Americas, New York 20, N. Y. (5 features—English origin)
- HARRISON PICTURES CORP.** Pres. Edward Harrison—1501 Broadway, New York 36, N. Y. (14 features—varied foreign origin—8 U. S. shorts)
- HOFFBERG PRODUCTS, INC.**—362 West 44 Street, New York 18, N. Y. (36 features—150 shorts, varied foreign origin)
- IKAY BEAUTIFUL FILMS, INC** Exec: Irving Klaw, Pres. P. Kramer, Secy. 212 E. 14 St. New York, N. Y. 10003. (4 exploitation films)
- INTER CONTINENT RELEASING ORGANIZATION**—1456 Bronson Ave., Hollywood 28, Calif.
- INTERNATIONAL FILM ASSOCIATES CORP.** Exec: B. B. Kreisler, Pres.; Edw. Kreisler, VP—550 Fifth Avenue, New York 36, N. Y. (5 features and 16 shorts—varied foreign origin)
- INTERPROGRESS TRADING CORP.** Exec: Jovan Petrovic—501 5th Ave., New York 17, N. Y. Rep. of Yugoslavia Film, Belgrade (Numerous features and shorts, Yugoslavian origin)
- INTERWORLD FILM DIST. INC.** Exec: Nicholas J. Papadacos, Pres.; Maurice Kesten, V.P. Foreign Sales—1776 Broadway, New York, N. Y. (2 features—French origin)
- JANUS FILMS, INC.** Exec: Bryant Haliday, Pres.; Ira Michaels, V.P.; Cyrus I. Harvey, Jr., Treas.—The Wellington, 55 St. & 7th Ave., New York 19, N. Y. (45 features—varied foreign origin)
- JEWEL PRODUCTIONS, INC.** Exec: Samuel Cummins, Gen. Mgr.—153 Neptune Ave., New Rochelle, N. Y. (10 features—varied foreign origin)
- KAY-EM FILM CO.** Exec: M. B. Kesten, 1776 Broadway, New York 19, N. Y.
- SAM LAKE ENTERPRISES, INC.**—630 9th Ave., New York 36, N. Y. (35 features—varied foreign origin)
- LOPERT PICTURES CORP.** Exec: Ilya Lopert, Pres.; Leon Brandt, Gen. Sls. Mgr.—729 7th Ave., New York, N. Y. (foreign films varied origin)
- LUX FILMS** Exec: Bernard Jacon — 1501 Broadway, N. Y.
- MAC DONALD PICTURES** Exec: B. R. Schrift, Pres.; Daniel McDonald, Treas.—200 West 57th St., New York 19, N. Y. (7 features—varied foreign origin)
- MEDALLION PICTURES** B. R. Schrift, Pres.; Daniel McDonald, Treas.—200 West 57 St., New York, N. Y. (86 features, foreign and U. S. origin)
- MEL O'DEE FILM PRODUCTIONS** Exec: Ray Lewis, George Weiss—333 W. 52 St., New York 19, N. Y. (American exploitation and road show films)
- MISHKIN, WILLIAM** Exec: William Mishkin, Owner—1564 Broadway, New York 36, N. Y. (24 exploitation features, some American, some French)
- MOTION PICTURE DISTRIBUTORS, INC.** Exec: Irving M. Lesser, Pres.—527 Madison Ave., New York 22, N. Y. (4 features, 14 shorts—varied foreign origin)
- M.Y. FILM CO. INC.** Exec: Emanuel Youngerman, Pres. Jerome Balsam, Gen. Mgr. 165 W. 46 St., New York 36, N. Y. (10 features)
- PACEMAKER PICTURES, INC.**—1790 Broadway, New York 19, N. Y. (4 features—English and French origin)
- MACO FILM CORP.**—37 W. 57 St., New York, N. Y.
- MANHATTAN FILMS INTERNATIONAL, INC.** Exec: Robert I. Kronenberg, Pres.—1920 S. Vermont Ave., Los Angeles 7, Calif. (110 foreign and exploitation films)
- MANSON DISTRIBUTING CORP.** Exec: Edmund Goldman, Pres.; Michael Goldman, V.P.—9415 Sunset Blvd., Hollywood 69, Calif. (9 exploitation features). Also franchise holders throughout U. S.
- McLENDON CORP.** Exec: Gordon McLendon, Pres.; Mitchell I. Lewis, Dir. Adv.—2008 Jackson St., Dallas, Texas
- MEADOW, NOEL** Exec: Noel Meadow, Owner—229 West 42nd Street, New York 36, N. Y. (5 features—varied foreign origin, also 4 short subjects)
- PARADE PICTURES CORP.** Exec: Riley Jackson, Pres., Robert Jackson, Gen. Sls. Mgr.—932 N. La Brea, Hollywood 38, Calif. (17 features, varied origins)
- PARALLEL—49 INC.** Exec: George Borden, Pres.; Gordon Armstrong, Office Mgr.—Sea Vue Bldg., Blaine, Wash.
- PATHE CONTEMPORARY FILMS, INC.**—39 W. 55 St., New York 19, N. Y.
- BARNEY PITKIN ASSOCIATES, INC.** Exec: Barney Pitkin, 11 W. 42 St., New York 36, N. Y. (5 features, 1 short, U. S. & foreign)
- PREMIER PICTURES CO.** Exec: Sam Lake, Pres.—630 Ninth Ave., New York 36, N. Y. (5 features—varied foreign origin)
- PRESIDENT FILMS, INC.** Exec: Joseph Green, Pres.—37 W. 57 St., New York, N. Y. (16 features—varier foreign origin and English dubbed)
- PRODUCTION RELEASING CORPORATION** Exec: Sal Di Gennaro, Gen Sales Mgr.—777 Third Ave., New York, N. Y.
- PAN-WORLD FILM EXC.** Exec: George Waldman—630 9th Ave., New York, N. Y. (Various features, foreign and domestic)
- SCHOENFELD, LESTER A., FILMS** Exec: Lester A. Schoenfeld, Owner; Hannah Schwartz, Booker—220 W. 42 St., New York 36, N. Y. (500 short subjects—varied foreign origin)
- SCREEN ARTS SALES COMPANY**—723 Seventh Avenue, New York 19, N. Y. (3 features—Italian and Spanish origin)
- SENECA INTERNATIONAL, Ltd.** Exec: Wm. Kronick, R. Gaffney, R. McCarty—39 W. 55 St., New York 19, N. Y. (Various features, foreign and domestic)
- SEVEN ARTS ASSOCIATED CORP.** Exec. Arnold Jacobs, Gen. Sls. Mgr.—200 Park Ave., New York 17, N. Y. (numerous features, varied origin)
- SHOCHIKU FILMS OF AMERICA** Exec: Mitsugu Mizuno—2320 S. Hill St., Los Angeles, Calif. N. Y. office: 551 5th Ave., New York 17, N. Y. Exec: Samuel Iskikawa (Numerous features, Japanese origin)
- SHOWCORPORATION OF AMERICA** Exec: C. R. Manby, Pres.; Fred Schneier, V.P.—45 Rockefeller Plaza, New York 20, N. Y. (50 features—British, French, Irish and German origin)
- SONNEY AMUSEMENT ENTER., INC.** Exec: Dan Sonney, Pres.; Edward Sonney, V.P.—1654 Cordova St., Los Angeles 7, Calif. (Exploitation features and foreign films)
- TIMES FILM CORP.** Exec: Jean Goldwurm, Pres.; Irving Sochin, Sales Dir.; Felix Bilgry, Secy. & Counsel.—144 West 57th St., New York 19, N. Y. (19 features—varied foreign origin)
- TOEI PICTURE COMPANY, LTD.** U. S. Representatives Exec: O. Fukunaka—165 W. 46 St., New York 36, N. Y. (Numerous features—Japanese origin)
- TOHO INTERNATIONAL, INC.** Exec: Yukio Kaise, Gen. Mgr.; Tetsu Aoyagi, Asst. Mgr.—1501 Broadway, New York 36, N. Y.—West Coast Office: Sekido Shinichiro, Mgr.—857 South La Brea Ave., Los Angeles 36, Calif. (52 features—Japanese origin)
- TOPAZ FILM CORP.** Exec: Paul Schreiber, Pres.; Edmund Goldman, V.P.—9145 Sunset Blvd., Hollywood 69, Calif. Also U. S. franchise distributors (5 features—U. S. & foreign origin)
- TRANS-LUX DISTRIBUTING CORPORATION** Exec: Richard P. Brandt, Pres.; Ed. R. Svigals, V.P.—625 Madison Avenue, New York 22, N. Y. (25 features—varied origin)
- ULTRA PICTURES CORP.** Exec: Budd Rogers, Pres.—1270 Ave. of Americas, New York, N. Y.
- UNION FILM DISTRIBUTORS, INC.** Exec: Peter P. Horner, Gen Mgr.—37 West 57th St., New York 19, N. Y.
- UNITED MOTION PICTURE ORGANIZATION, INC.**—130 E. 58 St., New York 22, N. Y. (19 features—French, Italian, Spanish)
- UPA PICTURES INC.** Exec: Henry G. Saperstein, Pres.; Hal Elias, V.P. & Studio Mgr.—4440 Lakeside Dr., Burbank, Calif.; 527 Madison Ave., New York, N. Y. (animated cartoons and live action films, theatrical, commercial, industrial and television)
- VALIANT FILM CORP.** Exec: Bernard Jacon, Sls. Dir.—1501 Broadway, New York 36, N. Y. (34 features—varied foreign origin)
- WESTFIELD PRODUCTIONS** Exec: John Alexander, Pres. & Sales Mgr.; Doris Wishman, V.P. Production; Cy Eichman, Sec'y.-Treas., Director Adv.—1501 Broadway, New York, N. Y.
- ZENITH INTERNATIONAL FILM CORP.** Exec: D. Frankel, Pres.—1501 Broadway, New York 36, N. Y. (4 features—3 French—1 German)

**MARNIE** (Continued from page 5175)

him. He realizes that they have a problem and tries to delve into her past to account for her actions. He finds that she had a situation with her mother which warped her outlook on life as regards to money and men. Once her memory goes back, things come into their proper focus, and life looks bright for the future. The thefts will be cleared up with restitution being made.

**X-RAY:** This latest Hitchcock entry is different in that it deals with a minimum of violence, preferring instead to concentrate on the psychological aspects of suspense and drama and on romance as well. Interest is well enough maintained, although the story is a bit long in the telling and would have benefited from a bit of editing. The performances are good, as are direction and production values. The screenplay is by Jay Presson Allen, based on the novel by Winston Graham.

**TIPS ON BIDDING:** Higher bracket in some situations.

**AD LINES:** "The Latest In Alfred Hitchcock Thrillers"; "A Thrilling Psychological Experience By Alfred Hitchcock."

**MISCELLANEOUS****Lorna**

Eve Productions

DRAMA  
77M.

**ESTIMATE:** Sexual treatise for exploitation spots only.

**CAST:** Lorna Maitland, Hal Hopper, Mark Bradley, James Rucker, Doc Scottt, Althea Currier, F. Rufus Owens, Franklin Bolger, Ken Parker, James Griffith. Produced and directed by Russ Meyer.

**STORY:** Voluptuous Lorna Maitland has been married for one year to James Rucker, hard working youth, who has never fully gratified her. They are very poor and live in a shack along a canal in a run-down community. She is bored by her existence, left alone too much, and although the couple are still in love, it is obvious that she is too much woman for one man. While Rucker is hard at work in a salt pit, Maitland is found in the woods by prison fugitive Mark Bradley, who succeeds in raping her despite her attempt to fight him off. This encounter so satisfies Maitland that she takes Bradley home to continue the love session. Taunted by his co-workers, Rucker answers their unsubtle innuendos about his wife and his sexual prowess by engaging in a fist fight. When he returns home and finds Bradley there, they also engage in a fight, during which both Bradley and Maitland are accidentally killed.

**X-RAY:** Russ Meyer, ace photographer of female models and sexploitation films, evidently took a long, hard look at European movies with their sexy bedroom scenes and nude bathing sequences, and decided that anything they could do he could do better. This is the result, and it is a good imitation, what with its mixture of raw sex and black and white camera art. The acting is generally satisfactory, with Lorna Maitland an obvious find. Photography is excellent and there is an interesting musical score. However, the study emerges more as a sordid sex treatise than an artistic cinematic endeavor. It is strictly adult film fare and should be seen before it is booked. It has possibilities, of course, for the fast buck, exploitation houses. There is an attempt at religious morality in the presence of an apparent crazy prophet, well played by James Griffith, but that is distasteful. The best that can be said of Meyer's Hollywood-made effort is that it is a fair although unsavory try.

**AD LINES:** "A Woman—Too Much For One Man"; "A Brutally Honest Film Recommended For Only Sophisticated Adult Audiences."

**The Orgy At Lil's Place**MELODRAMA  
77M.Mishkin  
(Partly in color)

**ESTIMATE:** Has possibilities for exploitation spots.

**CAST:** Carrie Kundsén, Bob Curtis, June Ashlyn, John Lyon, Myles Stuart, Terry Powers. Produced and directed by J. Nehemiah.

**STORY:** Beautiful small town girl comes to the big city to find work as a model. She is unsuccessful, but meets a struggling writer with whom she enjoys sightseeing and other inexpensive amusements. Finally she meets a slick agent, who seems to know everybody and has many contacts. He eventually leads her to Lil, a procuress, and it is during a sex orgy at her place that our girl finally wises up. She returns to the waiting arms of the poor but honest author.

**X-RAY:** William Mishkin, a well known distributor of sex-laden foreign films and nudie pictures, makes his debut as a producer with this opus which was filmed in New York City. All of the standard sex sequences are found here, many of them in brief episodes while posing for photographers of those sensational true-life girlie magazines. At Lil's place, there are shots of a strip dice game, promiscuous behavior, drinking, a strip tease, etc. There is sufficient nudity to get it by with fast-buck fans, but it is mostly phony stuff. The acting is only passable, and the black and white photography, particularly the location shots around town, are good. This has an exploitable title and other ingredients that make it okay fare for spots that can play it. The last portion of the film is in color.

**AD LINES:** "She Escaped From The Perils Of The Big City"; "Photography Model's Life Exposed."

**FOREIGN****The Avenger**MELODRAMA  
108M.Medallion  
(Eastman Color)  
(Italian-made)  
(Dubbed in English)

**ESTIMATE:** Okay junior spectacle.

**CAST:** Steve Reeves, Cupla Marlier, John Garko, Liani Orfei.

**STORY:** Steve Reeves, as the Trojan hero Aeneas, brings his people to the banks of the Tiber, where he instructs them to settle and build a city. The king of the province is contacted, and his permission is obtained. However, another local ruler demands that the Trojans leave. Reeves refuses, and the angered chief attempts to destroy the new settlement by stampeding bulls through it. Reeves heads the bulls off and goes to the king. The jealous chief then tries to turn the king and his daughter against the Trojan leader. Reeves defeats the chief in a tournament and wins the favor of the princess to the chagrin of the angry young prince. Enraged, he turns the populace against Reeves and his people and whips their hatred into war against the Trojans. Reeves seeks the help of the neighboring Etruscans and checks the effort to slaughter his followers. Reeves persuades the king that the conflict is too costly and could be settled by man to man combat with the angry chief. The villainous rogue is summarily dispatched by Reeves, the fair princess pledges herself forever more, and peace is had by all.

**X-RAY:** This well-dubbed entry has the Reeves name to draw the teens and less discriminating adults. Production is adequate, and good use is made of color. The incomparable biceps of Mr. Reeves are given a fair workout, too, as he hurls baddies from the palace steps and swordbeats the villain into submission. Supporting roles are well handled.

**AD LINE:** "The Mightiest Warrior Of All"; "Only The Avenger Can Save His People."

**Disorder**DRAMA  
105M.Pathe-Contemporary Films  
(Italian-made)  
(English titles)

**ESTIMATE:** The title fits like a glove.

**CAST:** Louis Jourdan, Susan Strasberg, Curt Jurgens, Alida Valli, Georges Wilson, Samy Frey, Renato Salvatori, Jean Sorel, Antonella Lualdi, Tomas Milian. Directed by Franco Brusati; produced by Giuseppe Bordogni.

**STORY:** Renato Salvatori is seen as a temporary servant in the household of Curt Jurgens, who is very ill but who doesn't object to his son giving a party. Jurgens doesn't recognize his daughter, Susan Strasberg, who tries to comfort him. The mother, Alida Valli, isn't well either, suspecting that Jurgens has been playing around with other women. The party over, Salvatori is let go. Later, he meets an old childhood friend, who seems to have hit it off well, but who turns him down for a loan with which he hoped to take his mother out of a poorhouse-hospital. The friend goes to keep an appointment in the home of Louis Jourdan, who evidently likes boys instead of girls. Finally, Salvatori is forced to admit to his mother that he has no job and can't take her away. He is overheard by Georges Wilson, who likes to play the role of a priest even though he was never ordained. Wilson offers him a place to sleep and promises to help him with his problems even if it means selling his house. Salvatori returns to arrange for his mother's discharge and then goes back to Wilson, only to find the house being torn down and Wilson gone.

**X-RAY:** This confusing plot is riddled with disorder, but mayhaps many of the people who understood "8½" will also understand this import. It roams every which way in its story-telling. The actors play their parts convincingly, and the production values are good. However, direction and/or story is a puzzlement. It's strictly for the arty set, written by Franco Brusati and Francesco Ghedini.

**AD LINES:** "The Wildest Party Ever Filmed"; "The Film That's So Unusual . . . People Won't Stop Discussing It."

**Duel Of Champions**MELODRAMA  
93M.Medallion  
(Eastman Color)  
(Italian-made)  
(Dubbed in English)

**ESTIMATE:** Entertaining import for the program.

**CAST:** Alan Ladd, Franca Bettoja, Franco Fabrizi, Robert Keith, Lucian Marin, Andrea Aureli, Mino Doro, Oswaldo Ruggeri, Jacqueline Derval, Peter Palmeri.

**STORY:** Based on the historical account of the unification of Alba and Rome, the film moves through the bloody period of quarrel between the kings of the two provinces. Alan Ladd, as the famous Horatio of Roman legend, leaves the main body of his Legion to flank the attacking Albans. He is wounded and found by hill people, but presumed to have deserted by others who cannot find his body on the battlefield. The two rival family factions decide to ask the gods to resolve their differences, and an oracle tells them that three brothers from both factions must battle, and the winners will dominate in the union of the two provinces. Ladd returns to Rome to find himself held in disgrace. He tries to clear his good name, but the king is unable to get him to fight with his two brothers for Rome. On the day of the duel, he returns and joins his two brothers in the contest. He is the sole survivor, and the day goes to Rome. The rival provinces unite, but Ladd, upset by the cost of victory, decides to

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**DUEL OF CHAMPIONS**

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settle with the Albans to insure a lasting peace.

**X-RAY:** Competent, professional staging, acting, and direction mark this entry as okay for the program. Ladd's performance is par for the spectacle hero type, and he is well supported by the rest of the cast. As usual, the battle scenes are elaborately staged, and costuming and sets are carefully chosen. It is satisfactory where these minor epics have found favor.

**AD LINES:** "Brothers Battle To The Death"; "The Warrior Who Sealed Rome's Destiny."

**The Giant Monster**

Union MELODRAMA  
 (English-made) 87M.

**ESTIMATE:** Okay story of Rasputin, the mad Russian monk.

**CAST:** Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr. Directed by Pierre Chenal.

**STORY:** Edmund Purdom (Rasputin, the mad monk), faith healer and libertine, becomes the favorite of the Czarina and czar when he cures their bed-ridden son. He is given carte blanche in the royal circle although his carousing with women of all types is a constant irritation to the Czarina. His enemies are many and the secret police plot his assassination. He is finally killed by the unjustly jealous husband of one of his admirers, whose life for committing treason he has saved by intervention.

**X-RAY:** The more or less familiar story of the famous or infamous mad monk of Russia is here retold, although one would never suspect from the title that such is the content of the film. It has been satisfactorily enacted with a good performance by Purdom in the role of Rasputin. The picture suffers from its lack of authentic Russian atmosphere, with the production always remaining just a picturization by an English studio. The presence in the cast of several known American "names" may help. It should do as part of the program.

**AD LINES:** "The True Story of Rasputin,

Mad Monk Of Russia"; "Was He Saint Or Monster?"

**The Hidden Room of 1,000 Horrors**

Union MELODRAMA  
 (English-made) 81M.

**ESTIMATE:** Okay filming of Poe's "Tell Tale Heart."

**CAST:** Laurence Payne, Adrienne Corri, Dermot Walsh. Produced by The Danzigers; directed by Ernest Morris.

**STORY:** Shy librarian Laurence Payne meets and falls in love with flower-girl Adrienne Corri. When she falls for his friend, Dermot Walsh, instead, Payne murders him and hides the body beneath the floor of another room in his boarding house. Payne imagines he still hears Walsh's heart beating, and it drives him frantic. Spurred on by the suspicious Corri, police investigators finally are about to apprehend Payne. Suddenly, he awakens from his frightful nightmare and finds his friend Walsh coming to aid him in answer to his screams.

**X-RAY:** This nicely produced meller holds the interest well although one would never recognize it as Edgar Allen Poe's "Tell Tale Heart" from the title that some exploitation-minded genius (?) slapped on it. Performances are good, with Payne outstanding as the bashful and shy librarian. This will do nicely as part of the program if properly sold as a faithful picturization of the Poe classic. The horror sensationalism doesn't figure to do it much good.

**AD LINES:** "Edgar Allen Poe's Classic 'Tell Tale Heart' Now On The Screen"; "Poe's Classic Tale Of Terror And Horror."

**That Man From Rio**

COMEDY:  
 114M.

Lopert  
 (Eastman Color)  
 (French-made)  
 (English. titles)

**ESTIMATE:** Fun all the way.

**CAST:** Jean-Paul Belmondo, Françoise Dorleac, Jean Servais, Simone Renant, Milton Ribeiro, Ubiracy De Oliviera, Adolfo Celi. Produced by Alexandre Mnouchkine and George Dancigers; directed by Philippe De Broca.

**STORY:** Jean-Paul Belmondo is a French soldier, who arrives in Paris to spend some time with fiancée Françoise Dorleac. She is involved with a museum containing a South American Indian idol. Professor Jean Servais, former associate of her father, also works for the museum. Two men who look like Indians steal the statue from the museum and also kidnap Servais. Dorleac is also kidnapped and taken to Rio to force her to locate another statue that her late father buried in the jungle. Belmondo pursues the car, winding up in another section of the plane. He rescues her with the aid of a small boot-black. They also try to warn Adolfo Celi, another member of the expedition, who also has a statuette. After a number of mishaps, they get together with Celi. Servais is behind the plot to assemble the three statues, which are to lead him to a fortune in ancient gems. Servais kills Celi to get his statue and does find the hiding place of the gems, but is killed by a rockslide which also buries the diamonds. Belmondo and Dorleac return to Paris in time to start back to his camp, the adventure being over.

**X-RAY:** This import leaves viewers breathless with its fun-filled adventure, off-beat romancing, uproarious action, and great scenic backgrounds. If comparisons were to be made, hero Belmondo comes close to the actions and adventures of the late Douglas Fairbanks. The use of titles may limit the entry's play-off, but those who do see it will provide fine word of mouth after having a ball. The acting is good, and direction and production are capable.

**AD LINES:** "Fun-Filled, Hectic Comedy And Adventure That Will Long Be Remembered"; "A Comic Treat Loaded With Adventure And Thrills."



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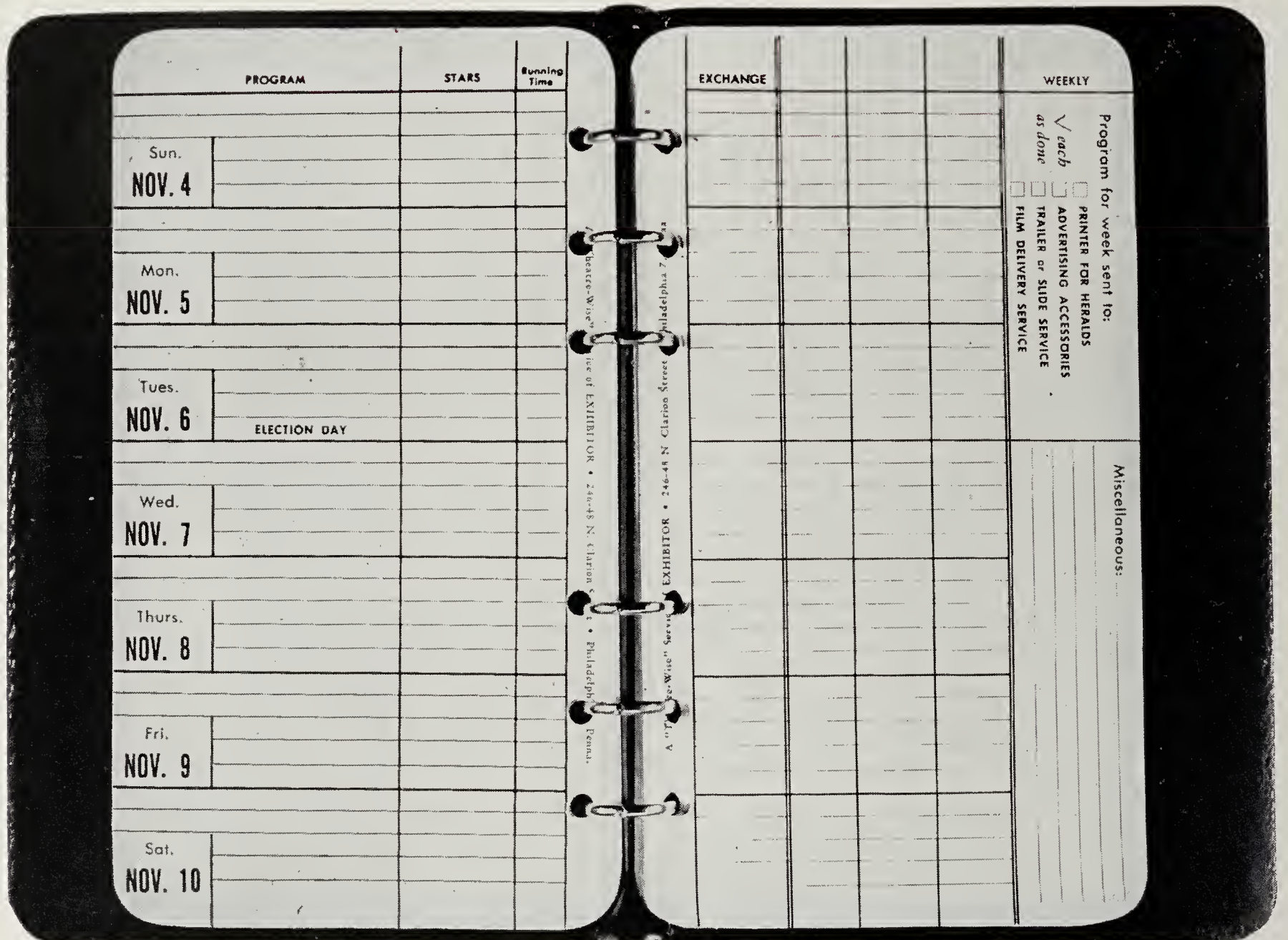
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MOTION PICTURE

# EXHIBITOR

JUNE 17, 1964

Volume 71

Number 23

IN TWO SECTIONS • THIS IS SECTION ONE



## Half-Year Profit Sets UA Record

(See Page 7)

## Physical Theatre— Extra Profits Dept.

James H. Nicholson, president, American International Pictures (top), and Samuel Z. Arkoff, executive vice-president, are currently celebrating their company's tenth anniversary. See special section—Page 17.

**SHEEP WITHOUT A SHEPHERD . . .** see editorial—page 4

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Volume 71 • No. 23

JUNE 17, 1964

## SHEEP WITHOUT A SHEPHERD

AN EXHIBITOR FRIEND writes us, "My left hand does not know what my right hand is doing when it comes to blind bidding." Distributors, he says, are only human. They can be wrong. Some are brilliant; some are unstable; some are plain stupid. No man deserves to be given the privilege of taking advantage of another. You can't bid on a picture you have not seen. The problem boils down to that, and it poses a real threat to the industry.

The public was recently incensed by President Johnson, who playfully tugged at the ears of his beagles. We can't help but wonder what their reaction would be to the sight of distributors pulling exhibitors around by their ears, forcing them to bid for pictures sight unseen, and depriving them of the opportunity to read trade reviews on pictures prior to release. This despite the fact that such films are often exhibited to thousands of persons in 30 or more large theatres. What of the unfortunate exhibitor who was not able to attend and who depends on his trade publication to keep him as well informed as his big city brother?

To say these practices are unfair and unbusinesslike is putting it mildly. It would be more accurate to describe them as taking advantage of weakness and lack of organization. It is the inability of exhibition to stand together that makes possible such abuses. If theatremen are waiting for distribu-

tors to act like Santa Claus, they have a long wait ahead.

Some of the political maneuvering that accompanies the buying and selling of motion pictures borders on the dishonest. Constant pressure is maintained to keep exhibitors in the dark and in an atmosphere of fear, suspicion, and uncertainty. It may be good for short range profits, but in the end it can only destroy a once proud industry.

Short range motives are dangerous. While a distributor celebrates a shady victory, another theatre may well be closing its doors forever. This is a rule or wreck situation, and the prospects are frightening.

Exhibitors are not entirely innocent of complicity in this dash to destruction. Many are so bent on grabbing something away from a competitor in the search for a quick buck, that they aid and abet the pressures that hurt them the most.

This is the situation that exhibitors are trying to make clear to the Justice Department, the Congress, the Federal Trade Commission, and the public. To date, their efforts have not been crowned with much success. However, in the final analysis, the solutions must come from within the industry. They must come from far-seeing men of good will on both sides of the bargaining table who can see that a little cooperation and mutual respect today can mean health and increased prosperity tomorrow.

## IS IT THE KISS OF DEATH?

IS THE APPROVAL of professional moralists viewing motion picture an economic kiss of death? The question may be a harsh one, but it seems to be legitimate. Generally speaking, films which excite the do-gooders seem to be a flop at the boxoffice. Such a statement may be a sad commentary on the moral state of the public, but it can not be ignored.

Take for example the highly worthwhile and entertaining "LILIES OF THE FIELD." This excellent family picture was a distinct disappointment at the boxoffice in its early engagements. In many spots, the well-intentioned moralists, speaking in church publications and other organs, did a fine job publicising and selling the picture to their memberships. However, results were poor. One got the impression that their recommendations were of minimal value.

Happily, the picture had an extra element—a sparkling performance by a great actor, Sidney Poitier. When he won an "Oscar" as best actor at Academy Award ceremonies seen by

just about everybody in the country, the picture took off like it had wings. Post-Academy Award bookings crocked the people, and new and repeat engagements added more than a million dollars to the picture's gross.

It would appear that the do-gooders are not taken as seriously as they think by filmgoers. If the people want sex and violence, that is what they will buy. If a family picture has an added element of entertainment value, that counts too. Nobody goes to the movies because it's good for their morals, and nobody stays away because it's bad for them. They go to be entertained, period.

Perhaps the answer is for the do-gooders to confine their efforts to pointing out flagrant breaches of good taste. Viewed from the inside, we can't think of any industry where self-regulation works as well as it does in the motion picture industry. Legitimate producers, distributors, and exhibitors are just as much against the fast-buck grabbers as any moralist.

## GOOD ADVICE FROM MR. DAVIS

SPEAKING BEFORE the National Association of Theatrical And Kine Employees in England, John Davis, chairman of the well known Rank Organisation, attacked the idea of divorcement as an answer to the ills plaguing the British motion picture industry.

Davis pointed to the present situation in the United States as an example of the problems that divorcement can create. Since divorcement, exhibitors generally have felt the effects of less product, higher film rentals, and the decline of Hollywood as the film capital of the world. Mr. Davis' arguments

make good sense.

MOTION PICTURE EXHIBITOR objected to divorcement in the U. S. and said so editorially and in correspondence with the Congress. We filed such a statement during hearings on the subject and copies are in our files. They are available to any interested party.

A word of advice to our English exhibitor cousins: *Listen carefully and respect the good advice from Mr. Davis. You'll be doing yourself a favor.*

# NEWS CAPSULES

## FILM FAMILY ALBUM

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 15

## BROADWAY GROSSES

### Arrivals

Mark Aaron Evans, seven pounds, five ounces, was born to Mrs. Joan Evans, wife of Donald G. Evans, manager, Temple, Ithaca, N. Y.

A third son was born to Mr. and Mrs. Herbert Schwartz, Schenectady, N. Y. The father is Albany branch manager for Columbia.

A six pound, one ounce boy was born in Albany, N. Y., to Mr. and Mrs. Norm Tillman. Tillman is associated with Goldman and Walter Advertising Agency, which handles radio and television campaigns for motion pictures.

### Gold Bands

Alice Hoffman, secretary to Ernest Pelson, United Artists contract department, was married to Alan Stotsky in Flushing, N. Y.

### Obituaries

Willy Bryson, for many years manager of the Alexander King Circuit in Scotland, and father of E. J. Bryson, joint managing director of Columbia Pictures Corporation, Ltd., died after a lengthy illness in the Royal Infirmary, Glasgow.

Charles Pratt, 72, electrician at the RKO Palace, Columbus, Ohio, died following an operation. He was awarded a gold membership card in the IATSE for 50 years' membership last year. He is survived by his wife, a son, and a grandson.

Mrs. Anna Silverman, mother of George, Morris and Norman Silverman, and sister of Ida Bobb, died on June 8, in Philadelphia.

Mollie Rothman, 76, mother of Columbia Pictures International executive vice-president Mo Rothman, died after a long illness. Her husband, Meyer Rothman, 79, died a fortnight ago. Surviving, in addition to the Columbia executive, are three other sons.

### Phila. Welcomes Levine

PHILADELPHIA—Joseph E. Levine, producer of "The Carpetbaggers," was honored as "Master Showman of the Year" by Variety Clubs Tent 13 and the Theatre Owners of Pennsylvania at an industry-wide luncheon at the Bellevue Stratford Hotel. The award was made to Levine by David Milgrim, chairman of the event and president of TOP.

During his visit here from New York, Levine also did a number of press, radio, and tv interviews for "The Carpetbaggers," which opens locally June 24 at the Fox.

### Paramount, N.Y., Sold

NEW YORK—Paramount Pictures will surrender title to its Times Square home office building to William Zeckendorf's Webb and Knapp Corporation in August. The structure also houses the Paramount Theatre, which will be closed to make way for an exhibition hall. A deposit of \$350,000 has been made under the contract, which is reported to call for a total payment of \$10,000,000.

### Fox Realigns Personnel; Diamond To Division Post

NEW YORK—To further its policy of developing a versatile sales organization, 20th Century-Fox will promote and realign sales personnel in four cities, effective Monday, June 29, it was announced by Joseph M. Sugar, vice-president in charge of domestic sales.

"We are rearranging our sales staff in anticipation of the flow of 14 top productions which Fox will release to the country's exhibitors between now and the end of the year," Sugar said. "As a result of these moves, our sales staff will become more knowledgeable about more areas, and will develop a broader understanding of the country and the over-all distribution pattern."

As an example of the advantages to be derived from this policy, Sugar pointed to the transfer of Robert C. McNabb, currently eastern division manager, who will become the central division manager with his headquarters in Chicago.

Sam E. Diamond, formerly the Philadelphia branch manager, will move to New York as the new eastern division manager. The Philadelphia branch will be headed by Bennett Goldstein, who is now branch manager in Detroit. The Detroit position will be filled by Harry Buxbaum, who is joining 20th Century-Fox after many years in a variety of exchange cities, most recently Chicago.

The Cincinnati branch office, which has functioned in the eastern division, will become a part of the central division, continuing under the supervision of McNabb, Sugar also revealed. The other 20th-Fox branches remain as they are.

### Conn To WB

NEW YORK—Robert L. Conn, formerly division manager for 20th-Fox, will join the Warner Bros. sales department as a division manager, it was announced by Morey (Razz) Goldstein, vice-president and general sales manager. Ralph J. Iannuzzi, sales executive in the company's home office, will become a division manager.



Barney Balaban, chairman of the board, Paramount Pictures, celebrated his recent 77th birthday by participating in the United Jewish Appeal for Greater New York drive for funds with Spyros Skouras, seated, board chairman of 20th Century-Fox.

### Newcomers Brighten Scene

NEW YORK—Radio City Music Hall with the fourth week of U's "The Chalk Garden" led the Broadway first-runs last week, with business elsewhere about average for this time of year. A new first-run, the New Embassy, opened well with Paramount's "Lady In A Cage."

"HONEYMOON HOTEL" (MGM). Paramount claimed the second week at \$16,000.

"THE CHALK GARDEN" (U). Radio City Music Hall, with usual stage show, took in \$116,734 for Thursday through Sunday, with the fourth session a great \$189,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille reported \$18,000 for the 12th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama did \$20,975 for the 30th week.

"BECKET" (Paramount). Loew's State announced that the 14th week was \$20,000.

"LADY IN A CAGE" (Paramount). New Embassy claimed the opening week at \$14,000.

"THE PINK PANTHER" (UA). Astor reported \$10,000 for the third session.

"THE BRIDGE ON THE RIVER KWAI" (Columbia). Victoria announced \$10,000 for the third week of this reissue.

"WHAT A WAY TO GO" (20th-Fox). Criterion had \$27,000 for the fifth week.

"CLEOPATRA" (20th-Fox). Rivoli announced \$14,000 for the 53rd week.

"A BEDTIME STORY" (U). RKO Palace reported \$26,000 for the opening week.

### Martin Expansion Program

COLUMBUS, GA.—Continuing an expansion program that began in 1961, Martin Theatres have announced a 3½ million dollar allocation for erecting new theatres (both conventional and drive-ins), remodeling, and acquiring of property.

Since January, 1961, the Martin chain has grown from 80 to over 150. The first move was the acquisition of the Crescent Circuit of Nashville, which operated in North Alabama, Tennessee, and Kentucky. Then, eight theatres in Chattanooga and two in Atlanta were bought from Independent Theatres, Inc.

During the latter part of 1961 and all of 1962, the attention of the Martin organization was focused on remodeling of three and the complete erection of three other theatres for the exhibition of Cinerama in Seattle, St. Louis, New Orleans, Atlanta, Nashville and Chattanooga, Tenn.

The towns involved in the latest 3½ million dollar program, to be carried out during the next 12 months, are Panama City, Fla.; Columbus, Ga.; Opelika, Ala.; Huntsville, Ala.; Gadsden, Ala.; Nashville, Tenn.; Chattanooga, Tenn.; Kingsport, Tenn.; Cullman, Ala.; Atlanta; Valdosta, Ga.; Bowling Green, Ky.; Morristown, Tenn.; Greeneville, Tenn.; Murfreesboro, Tenn.; Milledgeville, Ga.; Dalton, Ga.; and Cordele, Ga.



# O'Brien Lauds MGM Turnabout

Profits Keep Going Up;  
60 Features For Release  
Into 1966-67 Season;  
Anniversary Plans Set

CULVER CITY, CALIF. — Robert H. O'Brien, president of Metro-Goldwyn-Mayer, Inc., stated that the company's present and future earning prospects are the best in many years. O'Brien revealed that 60 new feature motion pictures are now completed, awaiting release, being edited, in production, or in the final stages of preparation. They are geared for release to the 1966-67 film season.

The announcement was made at the MGM Studios following conferences with Robert Weitman, vice-president and studio head, and 15 New York executives of the sales, advertising, publicity and promotion departments, representing, the United States, Canada, and the international market.

"With the continuing of a substantial upward trend in profits for the third consecutive quarter," O'Brien said, "the outstanding MGM product for release during the peak box office summer months assures that the 1963-64 fiscal year ending Aug. 31 will reflect a complete turnabout in operations from a year ago." This compares with a loss in all four quarters of 1962-63.

In commenting on the greater care now being given the scheduling and production of feature films, O'Brien pointed out that during the first six months of the current fiscal year nine pictures filmed at the Culver City Studio at a total cost of \$14,445,000 were released. It is expected the total rentals on these nine films will exceed \$30,000,000.

This compares with six films released in a similar period in 1962 which had been produced at the studio at a cost of \$14,900,000 and which returned \$17,600,000 to the company. In 1963, six films released in the first six months had been produced at a cost of \$15,300,000 which returned \$16,945,000 to MGM.

O'Brien attributed MGM's favorable picture during the current fiscal year as compared to that of a year ago to careful planning and economies which have produced an inventory of pictures made at unit cost and allowing for a greater margin of profit on each individual picture. He pointed out the company rarely has had a more varied single group of entertainments for release for the fourth quarter.

While at the studios, O'Brien and home office executives screened "The Americanization of Emily," "Quick, Before It Melts," "The Outrage," "Your Cheatin' Heart," and footage from "36 Hours," "The Yellow Rolls-Royce," "Joy in the Morning," and "The Rounders." Several of these films along with others will be designed as MGM's 40th anniversary releases, to coincide with the company's celebration, beginning with the new fiscal year, Sept. 1, and continuing for four months through Dec. 31.

Definitely scheduled to go before the cameras this summer and fall are "Girl Happy," starring Elvis Presley; "Young Cassidy," starring Rod Taylor; "Scratch a Thief," starring Alain Delon and Ann-Margaret; "The Loved One," starring Robert Morse; "The Cincinnati Kid," starring Spencer Tracy and Steve McQueen; "Operation Crossbow," starring Sophia Loren and George Peppard; "The Hill," starring Trevor Howard; "The Girl with a Definite Maybe," starring Connie Fran-

## Refund Of Censor Fees Refused In Ohio Case

COLUMBUS, OHIO — Claims by eight distributors for the return of \$479,018 in censor fees paid under protest were rejected by the Ohio State Sundry Claims Board by a three to two vote.

The distributors had asked for a refund on fees paid from 1952 to 1954, the latter year being when the Ohio Supreme Court found the state censorship law unconstitutional.

## Phila. Variety Club Tent Hosts Old Newsboys' Day

PHILADELPHIA—Variety Club Tent 13, in cooperation with the Philadelphia Inquirer, will hold the seventh annual Old Newsboys Day on June 19. Proceeds are earmarked for the Variety Club Camp for Handicapped Children at Worcester, Montgomery County, Pa., and construction of a Variety Club wing at the new Children's Hospital.

The Inquirer will publish a four-page souvenir "Happiness Edition," which will be sold by hundreds of volunteers including show business celebrities, radio and television personalities, sports figures, city officials, judges, and others recruited to sell the newspaper in Center City, and neighborhood and suburban shopping centers.

At noon, there will be a parade downtown featuring marching bands, military units, and colorful floats.

Jack Beresin, past international chief barker of Variety Clubs International, is general chairman of the drive, with John A. Murphy, investment banker, honorary chairman. Ralph W. Pries is coordinator.

cis; "Lady L," starring Sophia Loren and Paul Newman; "A Fine Madness"; "On Borrowed Time," starring Margaret Rutherford; "The Secret of My Success"; "The Power"; "Zebra in the Kitchen"; "Made in Paris"; "Winning of the Skies"; "Birds Do It"; "The Dirty Dozen"; and "Maya the Magnificent."

Following the meetings, O'Brien and Weitman announced a list of outstanding productions now in various stages of preparation for the 1965-66 program. They are Franz Werfel's "The Forty Day of Musa Dagh"; Boris Pasternak's "Dr. Zhivago"; Evan Hunter's "Buddwing"; Irving Berlin's "Say It With Music"; James Michener's "Caravans"; "Chinese Finale"; "A King is Born."

Among the productions now in preparation are "The Venetian Affair," "Every Man Should Have One," "Penelope," "Don't Rock the Boat," "A Likely Story," "Around the World and Under the Sea," "Gabriela, Clove and Cinnamon," and "The Claim Check."

All of the MGM pictures for 1964-65 release are completed, in production, or are being readied for filming with final scripts and casts. The releases scheduled for the coming fiscal year also will include the following completed pictures: "The Love Cage," "Signpost to Murder," "Of Human Bondage," "Murder Most Foul," "Greed in the Sun," "Gunfighters of Casa Grande," "Hysteria," "Hercules, Samson and Ulysses," MGM's Big

(Continued on page 10)

## Armstrong Opposes 16mm Showings In Schools

DETROIT—Allied States headquarters has released a copy of a letter signed by president Jack Armstrong to Dr. David Mallery, director of studies, Committee on Research, Boston.

While thanking and commending him for an advance copy of "The School and the Art of Motion Pictures," Armstrong takes issue with a policy which apparently the book advocates:

That is displaying theatre films in classrooms on 16mm equipment. Obviously, the release of the letter is to alert all exhibitors to combatting the practice whenever it is made. Armstrong's approach in his own words is:

"It is our firm position that 16mm in the schools should be confined to educational material. There is a serious disservice to both the audience and the motion picture art when motion picture features created for reproduction in a properly equipped motion picture theatre are condensed and reduced to the pitiful projection and sound limitations of 16mm equipment. Each commercial motion picture theatre represents an investment of hundreds of thousands of dollars in equipment and facilities in addition to the professional experience required to properly reproduce this art form. At best, the school room is an unacceptable substitute for the theatre. The school should encourage appreciation of the motion picture art and many of the fine motion pictures by sponsoring special showings in motion picture theatres."

## Justin Leaves Reade Circuit

NEW YORK—Nick Mark Justin, who for the past four years held the position of New York division manager with Walter Reade Theatres, has resigned his post. Justin will head Cinema Associates, a newly formed theatre operating company.

Prior to his association with Walter Reade Theatres, Justin was managing director of the Rivoli, New York City. He assumed that position under Mike Todd, when Todd took a two year, four wall lease of the Rivoli from United Artists Theatre Circuit, Inc. Prior to his association with Todd, Justin worked for eight years for United Artists Theatre Circuit, Inc., in various capacities, starting as an usher, after his discharge from the United States Navy.

## Hospital Committee Named

NEW YORK—Ernie Emerling, Loew's Theatres; Harry Goldberg, Stanley Warner Theatres; and Fred Herkowitz, RKO Theatres, have been named exhibitor publicity co-chairmen, and Fred Goldberg, United Artists, and Bob Ferguson, Columbia, have been named distributor publicity co-chairmen of the entertainment and communications industries' 1964-1965 fund-raising drive on behalf of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories at Saranac Lake, it was announced by Philip Gerard, Universal, who is serving as national publicity chairman.

## U's Wilkinson Promoted To Ass't Gen. Sales Head

NEW YORK—In keeping with the policy of Universal in developing and promoting its distribution executives from within the ranks, Henry H. "Hi" Martin, vice-president and general sales manager, announced the following changes in the company's distribution set-up, effective June 29.

Robert N. Wilkinson, regional sales manager with headquarters in Dallas since August, 1958, has been promoted to the post of assistant general sales manager, a post which has been vacant since the death of the late F. J. A. McCarthy in July, 1963.

Walter E. Armbruster, branch manager in Dallas since July, 1956, has been promoted to the post of regional sales manager with headquarters in Dallas.

Roy Smith, who has been office manager in Dallas since 1952 and more recently accountancy manager, has been promoted to the post of branch manager in Dallas.

Wilkinson joined Universal as an assistant booker in Memphis in 1941. He was promoted to the post of branch manager in Memphis in August, 1949, and to branch manager in Dallas in 1951. He became district manager with headquarters in Dallas in July, 1956, and in a realignment of the sales organization in August, 1958, he became one of the company's new regional sales managers with headquarters in Dallas.

Armbruster joined Universal in September, 1935, as a ledger clerk in Dallas and through successive promotions in the Dallas branch, he became manager in July, 1956.

Smith joined Universal in May, 1938, as a film shipper, and through successive promotions in the Dallas exchange now becomes branch manager.

## MPAA Salutes Clubwomen

NEW YORK—The General Federation of Women's Clubs was honored with a special award for its "faithful and constructive interest in films" by the Motion Picture Association of America at the celebrity luncheon in the Dennis Hotel in Atlantic City, where the General Federation convened for its annual meeting.

Presenting the award was Ross Hunter, producer of Universal's "The Chalk Garden," which was screened for the members of the General Federation of Women's Clubs at the Roxy. Margaret G. Twyman, MPAA director of community relations, represented the Association.

## TOP Reelects Milgram

PHILADELPHIA — At a meeting of the board of directors of the Theatre Owners of Pennsylvania, David E. Milgram was re-elected president. Milgram heads the theatre circuit bearing his name and operates the first-run Fox, Philadelphia.

The directors also elected Claude Schlanger vice-president; Martin B. Ellis, treasurer; and Norman Silverman, secretary.

## Fleishman Heads Union

NEW YORK—Sam Fleishman has become president of Union Film Distributors, Inc., independent film importer and distributor. Fleishman appointed Harry Goldstone as general sales manager and Al Bard as treasurer.

# UA Reports Record 6-Month Profit, Returns To Original Showcase Plan

By MEL KONECOFF  
New York Editor



The Mirisch Brothers announced an accelerated production program calling for 14 pictures within the next 18 months at a Hollywood press conference. Left to right are Walter Mirisch, vice-president in charge of production; Robert Blumofe, United Artists vice-president in charge of west coast operations; Harold Mirisch, president The Mirisch Corporation; and Marvin Mirisch, executive vice-president.

## Poitier Heads Delegation To Berlin Film Festival

WASHINGTON — Sidney Poitier has been designated chairman of the United States delegation to the Berlin International Film Festival, it was announced by George Stevens, Jr., director, International Motion Picture Service, U. S. Information Agency.

Poitier, Academy Award winner for his performance in "Lilies of the Field," also received the best actor award from the 1963 Berlin Film Festival jury for the same performance.

Poitier is in Washington for consultations with Carl T. Rowan, director of USIA, and with other Agency and State Department officials prior to his departure for Berlin June 25.

The United States has participated officially in the Berlin Festival each year since 1956 at the invitation of the Federal Republic of Germany.

## Fox Promotes Pilzer

NEW YORK—George Pilzer has been appointed continental sales manager for 20th-Fox, with headquarters in Paris, it was announced by David Raphel, managing director of the international department. Pilzer will report directly to Julius Berman, continental manager.

Pilzer joined 20th-Fox in January, 1963, as executive sales assistant to the continental manager in Paris. Previously, he held a key position in the international department of Columbia Pictures.

## Embassy Ups Anshien

NEW YORK—Embassy Pictures has promoted Bert Anshien to the new post of world-wide print controller, it was announced by D. J. Edele, general sales manager. Anshien will supervise the global servicing of theatrical and television prints as part of Embassy's expanding international activities.

NEW YORK—The figures that were revealed at last week's stockholder meeting for United Artists owners were no surprise since top executives had briefed the press in earlier statements. However, the laudatory statements of the shareholders were a surprise, with many of the vehement and vociferous noodniks attending other company meetings not present here.

One of the developments at the meeting at the Astor Theatre, at which 82.7 per cent of the shares were represented, was that UA intended to change back to the original showcase plan, which it was felt got out of hand. Later advices explained that the numbers of showcase theatres had been increasing until at times 30 theatres were participating. It was felt that this number was too bulky and unwieldy, and therefore the number will be reduced to about 16, with Manhattan being limited to two theatres. Better financial results are expected for both the company and exhibitors. The RKO and Skouras circuits had joined the plan, and the shift will be away from these and back to the so-called independents when "Squadron 633" makes its bow on June 24. After a three week interval, "A Shot In The Dark" will follow.

Meanwhile, back at the meeting, Arthur Krim and Robert Benjamin, president and chairman of the board, were indicating that company profit for the first half of 1964 will exceed any full year's profit in company history. The company has been averaging better than two million dollars per week in theatrical revenues, and by the end of the year, over 100 million will be in the till. Krim indicated that this would rank with the highest theatrical gross of any company in industrial history. UA expects the trend to continue for the next several years.

They opined that the industry was winning its battle for the leisure time of the public, with more people than ever before coming out today to see the successful films. Increases of similar nature have been reported overseas, in the tv and record subsidiaries, etc.

Directors and officers were reelected, and other proposals put forth by management were adopted, including the doubling of the number of common shares from 2½ millions to five millions.

## AIP Goes To Fair

NEW YORK—Another gala celebration in honor of American International Pictures' 10th anniversary will be held on July 4 in the World's Fair Hollywood Pavilion, it was announced by president James H. Nicholson and executive vice-president Samuel Z. Arkoff.

A production set from the soon to be released musical comedy, "Bikini Beach," starring Frankie Avalon, Annette Funicello, Martha Hyer, and Keenan Wynn, will be on display inside the Pavilion. Appearing in person at various times during the day will be many of the teenager's favorite stars who have glamorized AIP's past musicals.

# Boston Papers Rap "Nudie" Films; Officials Admit Inability To Act

BOSTON—Two Boston newspapers hit out at "nudie" films, scoring Boston theatres for playing the fare. The Christian Science Monitor, in an unprecedented attack, unleashed a blast at the "nudie" pictures in a series of three articles by Frederick H. Guidry, drama critic and film reviewer. The pieces were headlined: "Boston Blushes Over Shameful Films," "Legal Mist Shelters 'Nudie' Films," and "Cleaning Up Cinema Rubbish."

The Boston Sunday Globe, in an article by the paper's legit critic, Kevin Kelly, who also reviews films, headlined "Rude Nude Films Attempt to Bring Back Burlesque," and named the theatres playing "nudies." The Monitor article did not name the theatres.

The Monitor article was believed stemming from the Fenway, directly in the area of the newspaper's publishing house, church, and offices, which has a "nudie" policy, and the fact that there was a convention of Christian Scientists in Boston.

The first Monitor article stated: "Motion pictures featuring nudity are becoming more and more of an embarrassment to the vast majority of Bostonians. So far, however, the city's decent and intelligent people have not found a way to deal with the problem. . . . One fact is becoming clear: 'nudies,' as these films are called, are not going away by themselves. Residents of Back Bay were surprised last July when a theatre which had been exhibiting first rate foreign films suddenly scheduled a twin bill of 'Sweet Ecstasy' and 'I Spit On Your Grave.' There may have been a tendency to smile indulgently over this obvious bit of poor judgment.

"The neighborhood was all wrong for this sort of trash, and management could be forgiven for the temporary midsummer madness. The marquee would soon be cleared of the revolting titles, and the objectionable photographs on the sidewalk would be taken down. Eleven months later, such optimism is clearly unfounded. 'Nudies' have become a fixture in the Back Bay, bringing to four the number of Boston theatres regularly or frequently showing films like 'The Art of Burlesque.' And nobody seems to know what can be done about it."

Guidry indicated that the "nudie" houses are getting the burlesque audiences. [Burlesque is outlawed in Boston.] He said: "Years ago, Boston's shame over its burlesque houses finally translated itself into court action. In time, bulldozers leveled the halls where anyone above high school age could sample live performances of striptease and salacious humor. Lately, however, the city has made a diffident half-turn back to the bad old days through its tolerance of 'nudie' films. 'Blaze Starr Goes Back to Nature' can be seen on film, though Miss Starr's in-person performances have long been outlawed."

Kelly made the same burlesque point in his Sunday piece blasting "nudies," pointing out, "It seems to me that these films, as well as the familiarly known 'nudies' dealing with strife and life in various nudist colonies, are merely extensions of burlesque, thinly disguised attempts to present the ancient, grim, razzle-dazzle vulgarity within a film format.

There's no question about the worthlessness of the films."

The Monitor went into the grossing aspects of "nudies," pointing out that admission

prices are "low, with a 75 cents minimum at two theatres, 90 cents at two others; the top charge is \$1.49 during the evening.

"Even with such modest price ranges, the theatres apparently profit well," the first article stated. "Last November, a 'nudie' with a plot and a Hollywood star grossed \$35,000 in three weeks according to trade paper reports. Another, without a known star, but with fairly slick production values, recently broke a house record, pulling in more than \$60,000 over an unusually long six week engagement. The usual run is two or three weeks, even for the clinkers that have made the rounds so often that the celluloid is heavily scratched and the sound track undecipherable."

Citing a "new kind of taste test," Guidry said: "Boston has lately had the dubious distinction of becoming a tryout town for 'nudie' films after years of prideful service as a pre-Broadway sounding board for legitimate theatre. In January, 'Orgy at Lil's Place' was tried out in Boston and Washington with such enthusiastic response that a full page advertisement could be taken to announce the boxoffice results, including house breaking records."

Guidry said that there is "conscience at the box office," and "encouragingly there is detectable discomfort at the management level. It is not unusual for a theatre executive to admit some embarrassment at what he is offering the public," he contended.

In the second article, Guidry said: "Exhibitors of so-called 'nudie' films are in business in Boston on an 'I dare you to stop me' basis. And so far the city is not in a mood to try."

He then pointed out that "the law is just

vague enough to encourage film house managers to show borderline films, while custodians of law and order are reduced to murmuring helplessly and begging theatre owners not to go too far." He quoted the Boston city censor, Richard J. Sinnott, head of the licensing division, as saying: "I'm aware of what these films contain, but I'm powerless to prevent their being shown unless there is hard core pornography." Guidry said that "oddly enough, the most recent case involved a typical Hollywood film ('Phaedra') rather than one of the 'nudies,' and quoted Sinnott as reporting, however, 'I've never had to snip a nudie.'"

"What this means," the second article continued, "is that the city has decided in every instance that the questioned 'nudie' does not violate the obscene entertainment law."

After citing the Massachusetts Supreme Judicial Court decision of six years ago, in which the court held that "The Garden of Eden" was not obscene and could be exhibited, first "nudie" test case, the Monitor writer concluded: "This ruling seems to have stopped city officials cold. The decision is obviously taken to support the entire class of 'nudie' films despite the fact that the court was passing judgment on a single film."

In the third and final article, Guidry said that "cinema critics show by their general shunning of 'nudie' films that these low budget, low quality productions are not considered art at all, but a crass commercial bid for a particularly dirty dollar. Some newspapers do accept advertising from 'nudie' theatres, but even those who set their standards this low do not bother to send a critic to make a judgment on the films. . . .

"The supply is such that three or four theatres can be kept in competition. Some get the reputation of 'first run' houses while others must rely on reruns with much evidence of handling. One 'nudie' theatre in Boston has established a profit pattern as regular as breathing, \$10,000 gross the first week, \$8,000 the second, \$7,000 the third, then

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## Koster Cites Progress In Fight Against Cancer

BOSTON—Great encouragement was expressed by William S. Koster, vice-president of the Children's Cancer Research Foundation and director of the Variety Club of New England, that progress is being made to combat forms of incurable cancer among children.

The director made his remarks in a report to more than 250 theatre owners and managers who were attending the annual meeting for the coming Jimmy Fund drive. Koster told the showmen how the Jimmy Fund, common name for the Children's Cancer Research Foundation, was started by the Variety Club of New England 16 years ago and is recognized as the world center for research of wide-spread cancer and malignant diseases in children.

Children from all over the world have been brought to the Jimmy Fund building by parents who are desperate in their desire to have their youngster's life extended for even a few months, while hoping a cure for the dread disease will be discovered before it is too late. The silent friends have been the theatremen and the thousands of men, women and children who have contributed to the Jimmy Fund. He paid high tribute to the personnel of the 600 theatres throughout New England who annually participate in the

Jimmy Fund drive.

More than \$8,000,000 has been raised over the past 16 years which has enabled the Foundation to erect buildings at a cost of more than \$5,000,000, in which more than 510 children at a time are undergoing treatment. A staff of 270 doctors, scientists, technicians, clerks, etc., are able to carry out intense research under modern, ideal working conditions.

Koster was also high in his praise for the tremendous efforts put forth by the Boston Red Sox, the sporting world, the Chiefs of Police, sponsors of the baseball network, the press, radio and television, Little Leaguers, and the general public who have adopted the Jimmy Fund as their personal charity. The Jimmy Fund is a household word throughout New England.

James Mahoney, general manager, Interstate Theatre Corp., and chairman of the Jimmy Fund drive, spoke of plans for this year's campaign. Mahoney said that as in the past many events are planned—the kickoff will be June 26. Trailers are now available for theatre collections and Mahoney urged the theatremen to show the trailers during their strongest attractions. After a buffet luncheon, the owners and managers were guests at Fenway Park for the Boston Red Sox vs. New York Yankees ball game.

## Unique Convention Gimmick Puts Wheels Under Allied

DETROIT—Executive director Milton H. London went into a skull session with himself, emerging with something that could only happen in Detroit. It is a most unique gimmick.

National Allied holds its 35th annual convention at the Sheraton Cadillac Hotel, complete with trade show under auspices of TESMA, which conducts a concurrent convention here.

Anyone attending the convention may buy any make or model new car at prices far below those obtaining elsewhere, drive it home, eliminating delivery cost and transportation one way. (By October, practically all 1965 models will be on the market.)

Depending on make and model, the total savings could more than offset cost of attending the convention, London said.

"Everyone knows," explained London, "cars can be purchased cheapest in Detroit. Arrangements have been made with a bonded purchasing service for any make or model complete with optional equipment and accessories specified by the purchaser, to be delivered fresh from the factory with manufacturers warranty and with service guaranteed at any authorized dealer. Each automobile will be individually ordered from the factory to the purchaser's exact specifications. Four to six weeks will be required for manufacture, so that arrangements must be made well in advance in order to have the car ready for delivery at convention time."

Those not desiring to drive home may have the car driven for them for a moderate sum.

Allied will furnish quotations without obligation to registered convention delegates.

## Hall Veterans Feted

NEW YORK—Five members of the staff of Radio City Music Hall, including Russell V. Downing, president, were honored for 30 years of service at a reception and dinner at the Rainbow Grill in Rockefeller Center.

The five Music Hall veterans will be among 36 employees of Rockefeller Center, Inc., inducted into the 30-Year Club this year. Each new member will receive an inscribed silver bowl as a memento of the occasion. The presentations will be made by Laurance S. Rockefeller, chairman of the board of Rockefeller Center, Inc.

In addition to Downing, those to be honored are Dr. Kenneth S. Maclean and Eleanor Shelly Stumpf, medical department; Edward Serlin, director of publicity and press relations; and Esther Klar Rutstein, producer's office. They will be joining 20 employees of the theatre already on the roster of the 30-Year Club.

Also to be honored at the dinner will be 10 employees who have completed 20 years of service. They are Samson Coscia, orchestra; Frederick C. Dittmar, accounting department; Louis Ferrara, organ maintenance; Elmina Fuller and Violet Grady, cashiers; Henry Hunt, assistant theatre manager; John H. Jackson, director of stage operations; Benjamin Olevsky, chief projectionist; Gracie Pitts, matron; and Robert Quigley, stage electrician.

## Lusty Joins De Laurentiis

ROME—Lou Lusty, veteran New York publicist formerly with Columbia Pictures, has joined Dino De Laurentiis' publicity staff as assistant to director of publicity Lon Jones.

# Suburban Moviegoing Revival Spurs Construction In Shopping Centers



Dr. Hans Jochen Vogel, Lord Mayor of Munich, Germany, recently bestowed a gift upon A. Schneider, president, Columbia Pictures, and his wife, who visited the city while on a trip to the continent.

## Levine's Lincoln Art Heads For Summer Bow

NEW YORK—The Lincoln Art Theatre, New York's newest motion picture house, being constructed by Joseph E. Levine, president of Embassy Pictures, is nearing completion and will open early in the summer.

Designed as an intimate theatre, the Lincoln Art will have 570 seats and be equipped with the latest in motion-picture projection and stereo sound equipment, handling all sizes and scopes of film.

The theatre runs through the complete block from 57th to 58th street. Lobby entrance area is on the main floor of the 12-story building at 225 West 57th street, which previously housed a Roger Kent clothing store. The auditorium is on the site of what was formerly a parking lot facing on 58th street.

A lower lounge, running the length of the theatre, will provide coffee bars, art displays, and ample seating for patrons awaiting the start of the feature presentation.

Architect for the Lincoln Art Theatre is William Ely Kohn. Builder and general contractor is Lasberg, Inc. Interior decoration is by Yale R. Burge, Inc.

## Bronston Sues DuPont Over Financing Woes

NEW YORK—Samuel Bronston Productions, Inc., filed a petition under Chapter XI for an arrangement for the benefit of its creditors. Samuel Bronston stated that this step was taken to protect all creditors.

Bronston also announced that, through his attorneys, Phillips, Nizer, Benjamin, Krim & Ballon, he and the company had instituted a suit against Pierre S. duPont, III, charging that duPont had defaulted on his written obligations to finance Bronston's motion pictures, thereby placing him in the present predicament and necessitating the filing of the petition. The suit was filed in the Supreme Court of the State of New York seeking to compel duPont to perform his obligations and claiming substantial damages and other relief.

BOSTON—General Cinema Corp., Boston based exhibition firm, which has recently gone public and is concentrating its growth in the shopping center field, is leading a current revival in suburban theatre going habits.

According to General's president, Richard A. Smith, "The suburban family is now looking outside the home for leisure-time fun."

"Good product is important," he said, "but we have found that for a great majority of our patrons, even a fluctuation in quality doesn't influence their weekly ritual of going out of the home for reasonably priced family entertainment."

Since 1960, the film exhibition industry has staged a remarkable comeback, Smith pointed out. More than 300 new theatres are being built this year, mostly in shopping centers, and attendance is running about 45 million a week.

Smith, who became president of the company in 1961 on the death of his father, Philip, a pioneer in the development of suburban drive-ins, contends that "what the industry neglected to do during the terrible attrition of the 50's was to follow the people out to the new suburban areas. With the exception of drive-in theatres, virtually no new theatres were built," he said. "Maybe the industry was convinced it couldn't compete against the free tv entertainment. Maybe it was so rocked by the tremendous destruction that it couldn't see the forest for the trees."

General Cinema Corp.'s move into the shopping center field in 1960 followed by nine years the pilot operation at Shoppers World, Framingham, Mass., where the original shopping center theatre has been given a companion unit making Cinema I and Cinema II, described by the firm as the largest twin indoor theatre in the country. Cinema I seats 1,430; Cinema II, 800.

General Cinema has 15 of its 74 theatres now in shopping centers. Ten more are now under construction: plans call for another 20 in the next year. Operating its 74 theatres and 15 bowling centers in 20 states, which includes 34 drive-ins, 20 shopping centers, and 20 hardtops in suburbs and resorts, the firm predicts a strong future for suburban theatres as a whole.

Smith indicates that a minimum of 300 new theatres will be added in each of the next five years, most of them in the 2,000 community and regional shopping centers of America.

"By the end of five years, the 1500 new theatres," he says, "will produce \$175 million a year in additional box office revenues. The added film rental generated by these new units will reach over \$60 million a year and is the answer to the industry's most basic and continuing need — more and better product."

## Para. Injunction Granted

LOS ANGELES—County Superior Court Judge Macklin Fleming granted Paramount's motion for a preliminary injunction against Bette Davis, restraining the actress from making any motion pictures for any other company unless she agrees to shoot an added scene for "Where Love Has Gone," the film in which she stars with Susan Hayward and Michael Connors.

# The NEW YORK Scene

By Mel Konecoff

IT WAS LUNCHTIME so it was only natural that we have a bowl of huggie muggie with some pumpnickel a couple of blocks from the Michael Myerberg studios out at Roosevelt Field on Long Island. A couple of other huggie muggie slurpers were Jason Robards, Jr., and cameraman Arthur Ornitz, who recommended the whole deal.

Earlier, we had watched Robards, Barbara Harris, and William Daniels rehearse and shoot a scene for the film "A Thousand Clowns," and Robards admitted that he was having fun even though he was picture-making by day and appearing on stage in town every evening (no free plugs). While awaiting the luncheon break, we climbed over the sets from "The World of Henry Orient" making like Peter Sellers. The film was shot there, and sets are still standing. We must say that those set constructors are real experts, with everything looking authentic even if it didn't feel so.

Fred Coe, who is co-producing "Clowns" with Arthur Cantor, was also present. This was his first film directorial job, and he was well satisfied with the way the filming of the former Broadway play was going. He liked film directing, feeling it gives greater opportunity for improvisation and creative change as needed. He also felt fortunate in being able to get Robards for the lead because the actor did such a fine job in the same role in the stage play that ran for a year-and-a-half. Coe expects the picture to wind up in August, and it may get into theatres in October via United Artists, which is putting up the money (undisclosed amount) for same. His next might be "Cry Havoc" for Max Youngstein in November or December, to be filmed possibly in New England.

**THE VISIT:** We're off with visitors from all over the country for the annual directors meeting and inspection tour of Will Rogers Hospital and O'Donnell Memorial Research Laboratories at Saranac Lake in upper New York state. Progress reports, awards, memorial plaque unveilings, outlining next year's campaign, etc., are in order.

**IT'S A RECORD:** Mo Rothman, executive vice-president of Columbia Pictures International, was understandably jubilant last week as he revealed the fine progress made by his division for the fiscal year that concluded with the month of May. Columbia had its biggest year in the history of the company, with total billings from abroad totaling seven per cent above the previous high in 1956-57. Billings for the last week of the year and the last in a 17-week sales drive came to over two million dollars, which was also a record. Each week in the 40th anniversary sales drive saw at least one million dollars in billings roll in, and he expected the momentum to continue through 1964-65 since there is some strong product upcoming. Credit for the showing was given the strong product recently released.

Europe was up 25 per cent over last year, with specific countries showing the following increases: Germany, 68%; Holland 42%; Denmark, 36%; France, 28%; Sweden, 27%; England, nine per cent. England was a bit off because releases were behind schedule. Australia was up 24%, and the Far East up 12%. Latin America was down five per cent because of devaluation of currencies, inflation, etc.

He credited "Lawrence of Arabia," "The Victors," "The Cardinal," and "Dr. Strangelove" with contributing most to the high percentages, and these may well bring in 60 per cent of their revenue from the foreign market alone. He thought that next year should see among the top grossers "Lord Jim," "Major Dundee," and "Lilith."

Vice-president Robert Ferguson presided at the conference, which saw Rothman state that he was well satisfied with the way his staff was operating. He contemplated making no changes.

**THE METROPOLITAN SCENE:** To keep exhibitors and the world press informed about the progress of William Wyler's "The Collector," Columbia has mailed out a production preview brochure that is illustrated and informative. . . . Universal held a press premiere of "Big Town Village," a two-reeler narrated by Tony Randall, at Trude Heller's Greenwich Village Twist Mecca, where at a cocktail party many of the Village entertainers performed. . . . Harold Salemson named publicity director of the Long Island Arts Center. . . . Joe Levine happy over the "Zula Stamp," which is not a postage aid but rather a dance, popular, they say, in Europe. Embassy Pictures people willing to do all they can to further the movement here because they have a film called "Zulu" about to make its mark. We want to see Levine do it and hope he will call one of his breakfast or luncheon conferences to demonstrate same.

## Zunser Exits Cue Posts

NEW YORK—Cue Magazine and its long time editor-critic, Jesse Zunser, announce that as of June 30, Zunser will relinquish his posts as Cue's executive editor and motion picture critic—positions which he has held since the magazine's founding 31 years ago.

Continuing to contribute regularly to Cue, Zunser will expand his other film-connected literary activities, free lance writing, lecturing, and radio and television talks. This summer he is undertaking an extended tour of the European motion picture production centers, including the various film festivals, to gather material for a series of magazine articles.

## Decca Declares Dividend

NEW YORK—Directors of Decca Records, Inc., declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable June 30 to stockholders of record June 16.

## Wash. WOMPIs Aid Kids

WASHINGTON—The Washington chapter of the Women of the Motion Picture Industry have undertaken retarded children in the Washington area as one of their many charitable projects.

## Todd-AO Licensing System Provides For Flat Fee

NEW YORK—A new licensing system for the use of Todd-AO, making it competitive with other 70mm processes, was announced by Salah M. Hassanein, president of the Todd-AO Corporation.

The institution of the policy permits the use of the Todd-AO system on a flat-fee basis.

In all previous films, the process was licensed on a royalty basis.

Twentieth Century-Fox Film Corporation is the first to take advantage of the new arrangement. Seymour Poe, executive vice-president, has just signed a five-picture deal with Todd-AO, which will include "The Sound Of Music," "The Agony and The Ecstasy," "The Day Custer Fell," "Magnificent Men and Their Flying Machines," and "Justine."

## O'BRIEN

(Continued from page 6)

Parade of Comedy," "The Young Lovers," and "Murder Ahoy."

O'Brien and Weitman also conferred on the expanding production plans of MGM-TV which includes five tv network series for the approaching 1964-65 season.

Plans for a world-wide celebration commemorating the 40th anniversary of MGM were set prior to the conference.

O'Brien revealed that more than 40,000 theatres around the world in which MGM pictures are exhibited will play important roles in the anniversary celebration, as will the more than 30,000 MGM employees in every part of the globe.

Plans, according to O'Brien, have been formulated for a series of commemorative events, global, national and local in scope.

During the four-month anniversary period, the MGM domestic and international sales departments have been assured of enthusiastic theatre owner support. A goal has been set to have every theatre in every country around the globe, except behind the Iron Curtain, join in the celebration by playing one or more MGM films during the anniversary period.

A special anniversary film, "The Story of MGM," is to be produced and made available to theatres and television. It will contain film clips of 1964-65 releases integrated with scenes from memorable motion pictures produced by MGM over the years, while showing pictorially the busy studio operation as it is today.



Max Youngstein, right, executive producer of "Fail Safe," is seen with Columbia vice-president Robert S. Ferguson at a recent press conference in New York.

**THE DAWN  
OF NEW  
EXCITEMENT  
IN SCREEN  
ADVENTURE  
STARTS WITH...**



# UA'S BLOCKBUSTER

**CHARLES K. FELDMAN**

PRESENTS A HOLDEAN PRODUCTION

**WILLIAM  
HOLDEN**

**SUSANNAH  
YORK**

**CAPUCINE**

# THE 7<sup>th</sup> DAWN

**TECHNICOLOR®**

DIRECTED BY  
**LEWIS GILBERT**

Music Composed and Conducted by

**RIZ ORTOLANI**

Screenplay and Co-produced by

**KARL TUNBERG**

Based on the novel "The Durian Tree" by

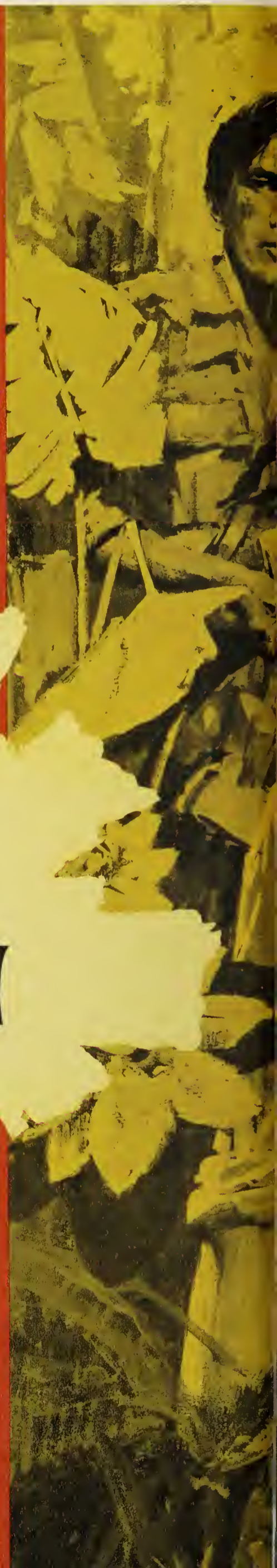
**MICHAEL KEON**

CO-STARRING

**TETSURO  
TAMBA**

WITH

**MICHAEL GOODLIFFE  
ALLAN CUTHBERTSON  
MAURICE DENHAM**



FOR SUMMER RELEASE!







**TIME:** THE PRESENT—AND FOREVER

**PLACE:** A GOD-MADE JUNGLE, TURNED INTO A MAN-MADE INFERNO

**STORY:** OF MEN AND WOMEN STRIPPED TO THE SOUL, STANDING IN THE FURY OF WAR... IN THE SHADOW OF SUSPENSE... IN THE PERILOUS HOURS BEFORE...

# THE 7<sup>th</sup> DAWN

THRU  
**UA**

Printed in U.S.A.

bring in a new film and start the cycle over. The fairly predictable attendance profile suggests that a rather fixed number of patrons keeps the 'nudie' business going." He again quoted Sinnott, prefacing the quote with "(he) seems most to wish to avoid helping make 'nudies' desirable as forbidden objects.

"I would rather see such a film live here one week and pollute the air than whack it and have it become a long run best selling attraction," he says."

Concluding, the Monitor was sharply critical of the situation: "The continuing presence of four 'nudie' houses in Boston is garish testimony that the city does not really regard these films as offensive. In fact, they are tacitly put in the class of 'clean and decent entertainment.'

"One highly placed police officer insists that the city does not have to put up with this type of theatre. He is convinced that if the Retail Board of Trade, the Chamber of Commerce, religious and civic organizations registered strong opposition, this kind of trash could be kept out of the city. Widespread lack of protest over burlesque's side door return is reinforcing the image of Boston as a city baffled by filth. Apathy toward streets cleaned twice a year is now matched by bland permissiveness toward films of patently impure character. Small wonder that the courts, called upon to apply the standard of 'current customs and habits of thought' arrive at such low estimates of public morality. An ingenious, generally high minded populace will surely discover how to bring moral pressure to bear upon the 'nudies,' but first there will have to be a reversal of the current tendency of Bostonians to look the other way as they pass the offensive houses."

The Boston Sunday Globe, in the piece by Kelly, however, took an anti-censorship tack. After the naming of 'nudie' houses and product, Kelly wound up saying: "Censorship is an insidious force, a restrictive pressure, a tourniquet on the flow of ideas. It should not be used in regard to ogle-scopic films, or, for that matter, any other kind of film. If you are offended by the 'grind' houses and their products, simply stay away, maintain your own citadel of taste and sensibility, but don't judge all other men around you and dictate what they must and must not do. . . ."

Kelly said the 'nudies' are "pandering, skulking, underhanded, embarrassing, inept, and inexcusable, a commercial glut on the film market." He pointed out, however, "Yet let me make it clear that I don't think they should be censored or eliminated. In a free society each adult has the right of choice, even when it comes to films of purple stripe. Anyone who patronizes such a film does so out of choice with knowledge of what is being offered, and that is his personal right. . . ."

## RKO Sale, Leaseback Set

NEW YORK—A deal was consummated for the sale and leaseback of the RKO 58th Street, New York. The 2,600 seat theatre was sold to Marfill Equities, Inc., and leased back to RKO Theatres, Inc., who will continue the operation.

## New Production Firm

HOLLYWOOD — Roy W. Seawright was named president of Spirit of America Productions, Inc., at a meeting of the board of directors, at the company's local offices at Goldwyn Studios.

# LONDON Observations

By Jock MacGregor

SHOULD THERE BE a ceiling on the amount that a picture draws from the Eady Fund? This question is troubling the industry. Some who felt there should be no ceiling have had second thoughts. A number of recent British pictures have done business which was undreamed of when the scheme was launched, though the average take has remained much the same. In consequence, the difference in the Eady going to the two classes is colossal. It is argued that a maximum would not dissuade the big hit producer from working here as his pictures do so well internationally that he would not worry about the small difference, while the extra available Eady could lift near misses above the profit level and lessen losses on others, thereby providing finance for future production. Against this are two thoughts. Firstly, such producers might not be so charitably minded and consider the full levy part of their entitled UK return. In consequence, big budget pictures could be lost to this country so that technicians, artists, studio companies, and ultimately exhibitors, since they would lose top quota attractions, would suffer. Secondly, it is claimed that distributors should get as much as possible when they can to cover their inevitable less successful pictures. One thing in which the most divergent opinions are united is that the Eady must not be used to subsidize failure. The greatest obstacle facing the trade in its deliberations is that there can only be surmising. The Board of Trade—and obviously Distributors—have always been cagey about how much individual pictures draw, and the figures that have been released are understood to be so generalized as to reveal next to nothing, even to expert accountants. An approach is to be made to BOT for fuller data so that it can be decided if the present method should continue or if revised thinking is needed.

WITH THE MULTI-MILLION DOLLAR Columbia Panavision release, "Lord Jim," shooting at Shepperton, I thought it would not be inappropriate to visit producer-writer-director Richard Brooks and get his views. A ceiling on the levy which the picture will receive would not worry him, and he said that he would be fully prepared to work on other big projects here even if the possibility became fact. With certain reservations which he has accepted, he has been pretty happy with how things have gone during the long haul on location in Hong Kong and Cambodia and during the studio work. While I was on the set, he was directing a bloodthirsty attack involving Curt Jurgens and Akim Tamiroff. This Joseph Conrad saga which stars Peter O'Toole and James Mason is Columbia's most ambitious current production.

ON THE OTHER HAND, Bud Ornstein, who has brought UA's production activities to a new high for quantity and success, would not take kindly to a ceiling. Because of the levy, he has got under his wing a number of projects which might have been made elsewhere. It can be safely assumed that "Dr. No," "Russia With Love," and "Tom Jones" are well over any ceiling, so phenomenally popular have they been. "Woman of Straw" and "Girl with Green Eyes" are now doing well on release, and "633 Squadron" has opened big at the Leicester Square. With spectacular flying sequences, this wartime mixture may have been harshly treated by the critics, but the lines waiting on Sunday were the longest I have seen in months. Opening soon are William Holden's "Seventh Dawn," Peter Sellers' "Shot in the Dark," and The Beatles' "Hard Day's Night," while in various stage of production are the new James Bond, "Goldfinger," "One Way Pendulum," which is tipped as a sleeper, and Robert Mitchum's "Mister Moses." Now shooting has started on "Ferry Across the Mersey" which has been planned to cash in on the beat group craze with Gerry and the Pacemakers. UA has an enormous stake in British production and budgeted on getting the full Eady. Incidentally, looking at this lineup, one appreciates how Bud's drive, initiative, and flair for exciting promotions have contributed to the company's current enormous worldwide success.

THE ELECTION of George Weltner as president and chief executive officer of Paramount Pictures has given vast pleasure here. A frequent visitor, he has made many British friends who are delighted that the inspired job which he has done for so long has been recognized. It is sincerely hoped that his new chores will not stop us seeing him regularly. . . . Columbia president A. Schneider visited his UK executives on the last leg of a tour of European offices and had talks with Columbia's London-based independent producers. To mark the end of Columbia's 40th anniversary sales drive, I have been given a tie incorporating a C and a flaming torch motif in red and silver on black to add to my collection. . . . R. M. D. Odgers has resigned as general manager of Rank's World Film Distribution—Overseas Division. . . . Nicest chore of the week was judging the London area finals for the Miss Cinerama contest. The winner will fly SAS for a Hollywood vacation. The independent Park Hall, Cardiff, is converting to Cinerama at a cost of \$200,000. Other Cinerama news—1,000,000-plus have seen "How the West Was Won" at the Casino. Now in its 83rd week, it has averaged \$22,000 weekly and shows no signs of weakening. The British certainly love big scale westerns and musicals. . . . While the \$46,900 first prize in the Variety Club's Derby Sweep went to the Billy Butlin syndicate, who bought \$28,000 worth of tickets, the second, worth \$18,770, went to four of George Singleton's cinema attendants in Glasgow. So successful was the Pathe News Techniscope and Technicolor coverage of the Derby that the same system is to be used for shooting the traditional Trooping of the Colours on the Queen's birthday. . . . Ken Hyman and Norman Katz have joined the board of 7 Arts Productions (UK). . . . The Compton organ at the Warner, now undergoing extensive remodeling to make way for 70mm, has been given to Christ Church teachers training college, Canterbury, and installed in the chapel. . . . Former ABPC international sales manager Tony Morris, now selling independently, set sail in the 34 foot sailing sloop, Maid of York, for Scandanavia and the Baltic, with several million dollars worth of film to sell aboard.

## ATLANTA

Ron Gorton, producer-director-author of "Panic Button" was host to a group of distributors and theatre owners at a luncheon at the Dinkler Plaza Hotel. The film, which just had its southern premiere in Charlotte, N. C., is due for a multiple showing here this month. He was accompanied by Bernie Jacon, his business manager; and Vic Diamond, his executive assistant. Gorton said he plans to return here in September to make a film, "Jason." Also in his entourage was Jackie Palmer, who will be a member of the cast of "Jason." . . . J. E. Cox, Warner Brothers' branch, has resigned to join American International as a salesman, replacing Bryan Schrug. . . . Dianne Rosser has joined AIP's accounting department. . . . Giddens and Rester Theatres, Mobile, Ala., has reopened two of its major houses, the Downtown, Mobile; and the Florida, Pensacola, Fla. Both were refurbished at a cost of approximately \$70,000. . . . Charles Utley, long-time exhibitor in the Carolinas, has purchased the Fox Drive-In, Aiken, S. C. . . . Mrs. Franklin English, Paramount exchange, a charter member of the Atlanta WOMPI, was in charge of the Founders Day program given at a luncheon at the Y.M.C.A. . . . Bailey Theatres have moved their headquarters from Decatur Street to Luckie Street. . . . The Ritz, Livingston, Tenn., was destroyed by fire. . . . Plans are under way for WOMPI's installation dinner to be at the local Variety Club. . . . Curley Burns is doing the buying and booking for the Palace, LaFayette, Ala., and the Dixie Drive-In, Lenior City, Tenn. . . . The law descended upon the Peachtree Road Fine Art Cinema, and after viewing "Love On A Pillow" ordered the Brigitte Bardot film not to be shown because it was "obscene." However, after the film was viewed by different groups, it was contended that it was not obscene and it returned to the Fine Art Cinema's screen. . . . Contracts were signed for construction of a new 1,000-seat theatre in the Eastgate Shopping Center, Memphis, Tenn. . . . Paramount Gulf's lease on the Strand, Memphis, expires on Oct. 1, and it is scheduled to close. . . . The joint Theatre Owners and Mississippi Theatre Owners Association convention is scheduled for the Broadwater Beach Hotel, Biloxi, Miss., June 14-16.

## BOSTON

Alan Friedberg, general manager, Sack Theatres, has taken over the advertising-publicity functions post formerly held by Joe Longo. Longo resigned to join Allied Artists advertising-publicity offices in New York. Friedberg, who joined the Sack organization as manager of the Beacon Hill Theatre in 1957, managed the Saxon and the Gary theatres subsequently, and was appointed general manager in 1963. He is a graduate of Columbia College and attended Harvard Law School. Two of the five Sack theatres in Boston are closed. The Music Hall is closed preparatory to the opening of "The Carpetbaggers" on June 17, and the Capri is closed until July 8.

Dan Finn, of B&Q Theatres, headed a team to Quincy, Mass., to ballyhoo B&Q's Strand which reopens with "The Cardinal" after refurbishing and face lifting. . . . George Kraska, Joseph E. Levine's man in Boston, held a screening of "The Carpetbaggers" for the Boston film critics at 20th Century Fox screening room. The picture opens at Ben Sack's 4,400-seat Music Hall on June 17. Joseph E. Levine returned to his home town



Olivia de Havilland, while in Washington recently on tour for Paramount's "Lady In A Cage," met with Don McLean, left, Scripps Howard columnist, and Terry Sullivan, right, radio station WWDC.

for a press luncheon at the Ritz Carlton at which he discussed plans for promotion of "Carpetbaggers" and "Zulu." . . . The 11th annual Boston film industry golf outing will be held June 22 at Blue Hills country club in Canton, Mass., Jim Mahoney, Interstate Theatres, general chairman of the event, announced. Golf, a steak dinner, table gifts and prizes are on the agenda.

## BUFFALO

Ralph Pries, international Variety officer and a vice-president of Berlo Vending, was in Buffalo conferring with James J. Hayes, local chairman of the 37th annual international convention of Variety, June 30-July 2. To date, over 500 barkers have sent in their reservations to Myron Gross, chairman of the registration committee. Hayes and the executive committee are working on added events for the pow-wow. Members of the executive committee are Harry L. Berkson, Nathan Dickman, Michael F. Ellis, Jr., Thomas Fenno, Myron Gross, and Anthony Kolinski. . . . Sidney J. Cohen, president, New York State Allied, promises "the most fun in the sun" state meeting when the Allied Theatre Owners of New York and New Jersey hold their combined convention Aug. 3 to 6 at the Concord Hotel at Kiamesha Lake, N. Y. There will be the Business Building Institute, the Showmanship Award, the golf tournament, election of officers, and members will have an opportunity to hear from the general sales managers and presidents of distribution companies. New York Allied also will present its annual Showman of the Year Award trophy to the exhibitor who sends in the best campaign or idea. . . . Anthony T. Kolinski, manager, Buffalo Warner Bros. branch, who is also first assistant chief barker of Tent 7, Variety Club of Buffalo, has been named Buffalo regional chairman for the 1964-65 Will Rogers Hospital drive. . . . Disturbances by young patrons has forced the closing of the New Family, Mt. Morris, N. Y., manager Angelo Scura said. When incidents were reported to parents, "They would blame the management instead of correcting their children." The original Family was opened in 1919. The New Family was established in 1939. . . . A building trades strike in Rochester has forced the Martina-Slotnick interests to reschedule the opening of their new Stone-Ridge Theatre, hopefully by mid June. . . . Isadore Ehrlichman, Buffalo branch manager for Universal, announces that his company will continue to place certain features in one downtown theatre and the Aero, Sheridan, and Star drive-ins. Among pictures involved for this policy are "Bedtime Story" and

"Marnie," going into the outdoorers and Shea's Buffalo, and "Zulu," listed for the Century downtown and the drive-ins. . . . Joe Garvey, manager, Schine Granada, got a lot of publicity for "The Fall of the Roman Empire" when he dug up localite Michael Ekiss, who served as an extra and rider in the big production which opens July 10 at the theatre. Joe arranged with Bob Sokolsky, Courier-Express, to interview Ekiss, who said the producers had him appear as an extra, barbarian, Roman captain, and a senator in the picture. . . . Kenneth Reuter has arrived to take over management of the Buffalo exchange of United Artists. Ken is not a stranger in Buffalo. At one time, he was office manager and booker for the local Paramount exchange. . . . Two veteran-Kodak Park employees, each with 44 years of service, have retired from Eastman Kodak Company in Rochester. They are Ray H. Whitmore, Greece, N. Y., and Myrton L. Jordan, Irondequoit, N. Y. In retirement, Jordan plans to make his home at East Port Bay Road, Wolcott, N. Y. Whitmore retired as general foreman of the maintenance shop in the film emulsion coating division.

## CHARLOTTE

W. G. Enloe, spokesman for Raleigh, N. C., theatre operators, told the Raleigh City Council that an offer of an attorney for a group seeking a franchise for a "Cablevision" antenna system to amend its proposed ordinance to eliminate any possibilities of the system being used for pay television "eliminates our immediate concern." Enloe, district manager of North Carolina Theatres, Inc., had appeared before the Council on several previous occasions to question the "Cablevision" franchise request. . . . Starlight Theatres, Inc., has purchased property at Valley Park Drive and Holbrook Street, Greensboro, N. C., for about \$80,000, according to papers filed with the Guilford County register of deeds. Max Zager, president of the firm, said the property, which contains a 25,000 square foot building, has been leased for the time-being to a new firm which will bond textile fabrics. . . . The completely rebuilt and enlarged Starlight Drive-In, Durham, N. C., held its official reopening. The theatre, located at the Old Oxford Highway and Ferrell Road, was purchased by Howell Theatres, Inc., Smithfield, N. C., several months ago from A. C. Riggsbee, Jr., and since that time the new owners have been engaged in rebuilding and expanding it. The rebuilt theatre has space for 400 cars and is equipped with the newest type in-car speakers and a 35 by 70 foot screen, according to R. A. Howell, executive vice-president of Howell Theatres. Cafeteria style service is provided in the concession stand. Kenneth Mitchell is manager. A pre-opening social hour and buffet dinner was held at the Jack Tar Hotel at Durham, with city and county officials and presidents of all of Durham's civic clubs being special guests. On hand also was Carolyn Byrd, star of "Airborne," the story of the 82nd Airborne Division, which was shot at Fort Bragg, N. C., and was the opening night feature. . . . W. G. Enloe, Raleigh, N. C., district manager of North Carolina Theatres, Inc., ran a close third in the Democratic primary for one of the two State Senate seats from the 16th District, and announced that he was calling for a run-off primary June 27 with the two candidates who topped his vote, neither of whom obtained a majority. . . . Actor Sidney Blackmer, native North Carolinian, was awarded the honorary degree of doctor of

(Continued on page 20)



LEFT—Meeting are David Melamed, financial vice-president; Samuel Z. Arkoff, executive vice-president; James Nicholson, president; Al Simms, director of music and personnel; Mickey Zide, assistant sales manager; Milton Moritz, national director of advertising and publicity; and Leon Blender, vice-president in charge of distribution. RIGHT—Seen are Rose Sokol, assistant foreign manager; Mort Golden, foreign service head; David Horne, foreign distribution vice-president; Nicholson; Salvatore Billitteri, east coast production head; Ruth Pologe, eastern ad-pub director; and Lou Lagalante, controller.



*American International Pictures*

# DECADE OF ACHIEVEMENT

AMERICAN INTERNATIONAL PICTURES is 10 years old. As motion picture production and distribution companies go, this makes AIP little more than a stripling in terms of age. In terms of activity, fiscal soundness, and future prospects, however, AIP is a giant, and therein lies a story.

If there is a success secret responsible for AIP's miraculous growth in 10 short years, it is in the ability and philosophies of the company's founders, James H. Nicholson and Samuel Z. Arkoff.

Certainly, the physical elements of business success were absent when these two gentlemen launched their great gamble in 1954. Consider these particulars: \$3,000 capitalization, four employees, and not a picture to their name. That is hardly an impressive beginning.

Nicholson and Arkoff, however, were armed with something more as well. They believed that there was a definite reason for this existence of their new company and that they could provide for a definite need on the part of theatremen. Nicholson recalls, "In this age of specialization, our objective was to release selected products through selected distributors for specialized audiences."

"Coast to coast" offices 10 years ago were situated in a Hollywood store front and a one-room office in New York.

Today, more than 150 releases from American International Pictures have grossed more than 225 million dollars. The corporate complex has over 300 payroll employees from Hollywood to Hong Kong, from London to Lisbon, from Berlin to Buenos Aires, from Paris to Palm Beach. Thirty domestic exchanges and franchise holders are augmented by 15 foreign distribution outlets. The home office is located in a new, company-owned structure in the heart of Hollywood. Until recently, it was the only new studio construction in the movie capitol in more than a quarter of a century.

AIP's 1964 production schedule gives another indication of almost unbelievable growth. This year, the company will spend 20 million dollars for 24 productions, the highest expenditure and number of films in AIP history.

What is behind AIP's success? They were born in a year when pundits were convinced that the motion picture industry was dying. Millions of television sets were having a telling effect on theatre attendance. Bucking these tremendous odds, how did Nicholson and Arkoff pull off one of the film industry's greatest successes?

The answer, according to the company toppers, lies in the fact that not only the observers had their finger on the panic

*(Continued on next page)*

## Current And Coming Features

**MUSCLE BEACH PARTY** — Color and Panavision—Frankie Avalon, Annette Funicello—Teenage Musical—CURRENT.

**GOLIATH AND THE VAMPIRES**—Color and Scope—Gordon Scott—Action — CURRENT.

**DAY THE EARTH FROZE**—Color and Scope—Nina Anderson, Jon Powers—Science Fiction—CURRENT.

**CIRCUS OF HORRORS**—Color—Reissue—Anton Diffring — Horror Spectacle — CURRENT.

**THE LAST MAN ON EARTH**—Vincent Price—Science Fiction—CURRENT.

**THE UNEARTHLY STRANGER** — John Neville, Philip Stone—Science Fiction—CURRENT.

**BLACK SABBATH**—Color—Boris Karloff, Mark Damon—Horror—CURRENT.

**EVIL EYE**—John Saxon, Leticia Roman—Horror—CURRENT.

**UNDER AGE**—Ann MacAdams, Judy Adler — Teenage Drama—CURRENT.

**SOME PEOPLE** — Kenneth More, Ray Brooks—Teenage Musical—CURRENT.

**MASQUE OF THE RED DEATH**—Color and Scope—Vincent Price, Hazel Court—Edgar Allan Poe—Drama—JUNE.

**BIKINI BEACH**—Color and Panavision—Frankie Avalon, Annette Funicello—Teenage Musical—JULY.

**GODZILLA VS THE THING**—Color and Scope—Science Fiction Spectacle—AUGUST.

**VOYAGE TO THE END OF THE UNIVERSE** — Scope—Dennis Stephens—Science Fiction—SEPTEMBER.

**CONQUERED CITY**—David Niven, Ben Gazzara—Action Drama—SEPTEMBER.

**OPERATION WAR HEAD**—Sean Connery, Stanley Holloway — Suspense Action — SEPTEMBER.

**THE TIME TRAVELERS**—Color—Preston Foster, Merry Anders — Science Fiction —OCTOBER.

**MAID AND THE MARTIAN**—Color and Panavision—Tommy Kirk, Annette Funicello —Comedy—NOVEMBER.

**PIT AND THE PENDULUM**—Color and Panavision — Reissue — Vincent Price —Edgar Allan Poe—Drama—DECEMBER.

**THE HOUSE OF USHER**—Color and Panavision—Reissue—Vincent Price—Edgar Allan Poe—Drama—DECEMBER.

**NAVAJO RUN**—Johnny Seven, Virginia Vincent—Western—DECEMBER.

**LOST WORLD OF SINBAD**—Color and Scope—Action Adventure—DECEMBER.

**LIGEIA**—Color and Scope—Vincent Price —Edgar Allan Poe—Drama—JANUARY.

**PAJAMA PARTY**—Annette Funicello, John Ashley—Teenage Comedy—FEBRUARY.



BIKINI BEACH—Latest in AIP's teenage hits, starring popular Frankie Avalon, delightful Annette Funicello, and lovely Martha Hyer, with a host of the youngsters' favorites. Since "BEACH PARTY" and "MUSCLE BEACH PARTY"



turned out to be such sensational grossers for AIP, it looks like the makings of a series destined to please youthful moviegoers for some time to come. Coming up are "Pajama Party," "The Jet Set," and "Beach Blanket Bingo."

## DECADE of ACHIEVEMENT

—Continued

SCENE STILLs—On these pages are stills from several of AIP's current and upcoming feature films. They are testimony to the accuracy of Nicholson and Arkoff's pledge to theatre owners everywhere: "We do our best to provide film entertainment that will make money for exhibitors."

button 10 years ago. The epidemic of pessimism had spread throughout the motion picture industry as well, and feature production had slowed to a virtual standstill.

Surviving exhibitors from everywhere cried out for product, and there was no real answer to that cry. Also, there was a desperate need for low-cost, exploitable, 70-minute features which could be offered by theatremen as double bills in multiple weekly changes.

Nature is not the only force that abhors a vacuum. Theatre screens can't survive it either. American International stepped in to fill a great void. From the outset, the company specialized in films tailored for the young teenage group, loyal youngsters who make up, it is estimated, 60 per cent of American film audiences.

AIP went for provocative titles ("The Fast And The Furious," "Dragstrip Riot," "Diary Of A High School Bride," "Twist All Night"). The emphasis was on action and excitement; every project was topical and timely; and hard-hitting advertising and exploitation campaigns were devised.

The formula made sense. More important, it made money, for AIP and for exhibitors. Later, keeping in mind the never-ending popularity of the great horror classics, Nicholson and Arkoff added a series of productions designed to appeal to the mass fascination with ghouls and ghosts. "The Headless Ghost," "The Undead," and "The Beast With A Million Eyes"

were part of this cycle.

Nicholson and Arkoff estimate that the company's 10 years have seen some 10 different production cycles. These in turn reveal an interesting insight into the progressive thinking of these two enterprising executives.

The cold war brought a series of films dedicated to the national defense effort and setting forth the more glamorous aspects of military life. Then the focus of American thought shifted to the scientific advances that were shaking and shaping the world. AIP answered that call with the production of science fiction features solidly based on prophetic works from the pens of men like Jules Verne and H. G. Wells.

Nicholson and Arkoff have never lost sight of the fact that people go to the movies for entertainment and not preaching, and for that exhibitors all over the world are grateful.

Mankind loves pageantry and heroes, and this led to AIP's decision to distribute spectacles like "Sign Of The Gladiator" and "Goliath And The Sins Of Babylon."

Each move by the company was well planned and carefully executed. Profits were plowed back into the business religiously.

Perhaps the most successful and well received features from AIP (until the fabulous "Beach" series took off like a skyrocket) have been the productions developed from the classic works of Edgar Allan Poe. The first was "The House

THE MASQUE OF THE RED DEATH



BLACK SABBATH





CONQUERED CITY

—Continued

Of Usher," followed by "The Pit And The Pendulum," "Premature Burial," "Tales Of Terror," "The Comedy Of Terrors," and "The Masque Of The Red Death." Chuckles and chills—for AIP this is a formula for screen success.

Nicholson has an interesting view as to why these films are so popular. He says, "Each time our villain—be he maniac or monster—got his comeuppance after having tried to throw the heroine into a bottomless pit, he had actually enacted a modern version of the classic medieval morality play. Virtue had triumphed over evil. We had filmed 'Everyman' but in a form that is a new delineation of the eternal struggle by the Devil for possession of man's soul."

AIP's corporate image underwent a change, even as its pictures did. Many persons, within the motion picture industry and outside it, had viewed AIP as producers of low budget, quickie, commercial films and nothing more. Their impression changed completely. Soon, libraries were setting up Poe displays in cooperation with picture promotions. Parents actually encouraged their children to see AIP films. Company product had acquired snob appeal as well as its proven mass appeal, and the combination was boxoffice magic.

A new company had come of age. Now, AIP is entering a period in which its vistas are wider than ever. Recently, the company had organized a television arm to make and market feature films for television. Nicholson and Arkoff say, "We do not see television or even pay-tv as a death-dealing competitor of the theatrical motion picture. Now that we are firmly entrenched in the business of making and distributing features for movie houses, we selected our 10th anniversary year as the time for entering this allied phase of entertainment. We believe movies and television can live together and both can grow and prosper. Providing entertainment is our business and we propose to do business wherever there is a demand for the kind of entertainment we are geared to provide."

This demand is spreading all the time. While domestic release of AIP productions rolls up boxoffice records, the company's international operations keep pace. Income from foreign distribution has run 25 per cent higher during the past quarter than in any previous quarter in company history. According to David D. Horne, vice-president in charge of foreign distribution, "While visiting territories where AIP already had distribution agreements, I was besieged with phone



THE TIME TRAVELERS

calls from distributors for 'future' discussion deals, picture deals, etc. It was most exciting."

Everything about AIP proves to be "most exciting." Take for instance the manner in which the company whets the public appetite for its features. No company is more aware of the value of promotion and exploitation.

AIP believes in pulling out all stops on every production for, as national advertising-publicity director Milton Moritz says, "You have to ring the bell to get the people into the tabernacle." AIP's merchandising-plus factors spell boxoffice, and the close cooperation between Moritz and sales chief Leon Blender spells maximum returns on every AIP feature.

AIP has its own company publication, "News Clips," carrying the word on AIP activities to motion picture editors, columnists, distributors, and exhibitors. Top quality pressbooks are available on every release. Merchandising tie-ins and theatre give-aways are developed by the home office staff. Street ballyhoo ideas, contest promotions, and a host of other ways in which exhibitors can ballyhoo their AIP engagements are also featured.

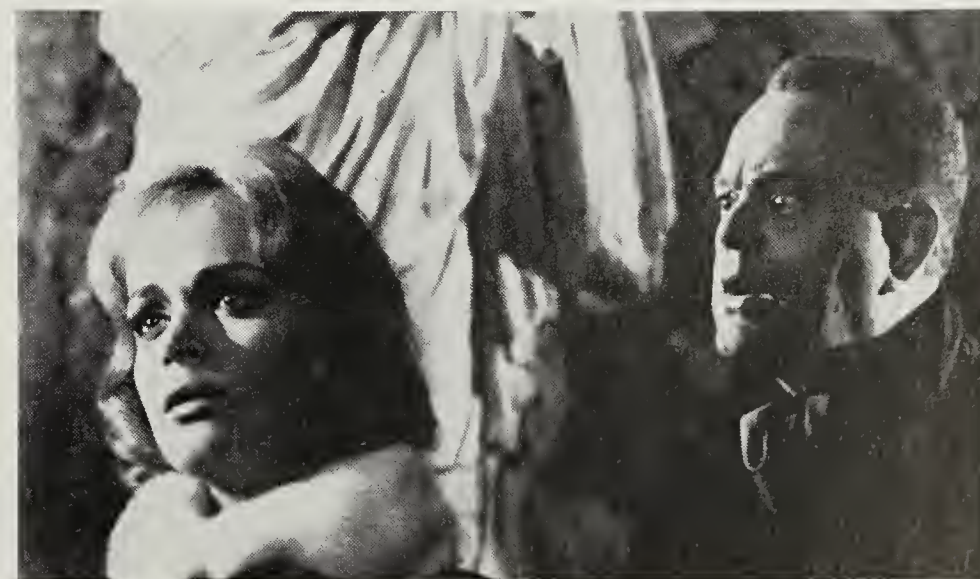
In addition, AIP has been a leader in utilization of star personalities for public appearance tours, sending Hollywood names into cities coast-to-coast, with special attention to places where film stars seldom venture. The resultant newspaper, radio, and tv attention is eminently rewarding at the ticket windows of local theatres.

In addition, AIP executives are constantly on the go. They meet theatremen, and they meet the public. They know firsthand what the people want and they know how to deliver it.

So, boiled down to the essentials, the AIP success story of the past 10 years is an understandable one. Nicholson and Arkoff may have made a dream come true, but they did it with hard work and careful planning. Any luck involved came as a well-deserved bonus.



EVIL EYE



## CHARLOTTE

(Continued from page 16)

humanities, at the annual commencement exercises of the University of North Carolina, Chapel Hill, N. C. He is an alumnus.

## CHICAGO

Fred P. Allen was named chief film booker of Kohlberg Theatre Circuit. Allen succeeds David Goldman, who retired to operate the Oak. . . . Leo W. Glynn named secretary-treasurer of Coca Cola company, Chicago offices. He was formerly comptroller of the company. . . . Richard Ellman has taken over sales duties at MGM's exchange. Ellman formerly held similar duties at MGM's Minneapolis exchange. . . . Janus Films released Hugh Heffner's film short, "Playboy," for theatre showing throughout this territory. . . . Carroll Baker arrives for the opening of Paramount's "The Carpetbaggers" at Chicago Theatre on June 26. . . . An oil portrait of W. C. DeVry, well known theatre equipment manufacturer, was unveiled at Germania Club. The unveiling ceremonies honored DeVry's fourth anniversary as president of the club. . . . Jack Eckhardt, sales manager, 20th Century-Fox exchange, announced engagement of his daughter, Linda, to Walter Haddock. . . . Stepin Fetchit, ailing film comic, celebrated his birthday (62 or 72) at the Cook County Hospital. . . . Jimmy Darren, his wife, and two children arrived for the Oriental opening of his latest film, UA's "For Those Who Think Young." . . . Joan Rowden, telephone operator at Astor Towers, was given the original shooting scrip of "Mickey One," autographed by everyone on the film's staff, by Warren Beatty, actor. The tribute read: "To Joan, the greatest TO in the U. S. A." and from Arthur Penn, director, "To Joan of the angels. You have ministered to our needs, madneses and despairs . . . we are all better for having had your help." . . . Roosevelt opening of "Hey There, It's Yogi Bear" will feature both Yogi Bear and his buddy Boo-Boo on the stage for the morning and afternoon shows of June 19, 20, and 21.

## CINCINNATI

Competition for the amusement dollar is and will continue to be fierce in this area—recognized as one of the big inland summer vacation centers in the country. From all indications upcoming films should be able to be good competitors in attracting the attention of the vacationers. "The Unsinkable Molly Brown," scheduled to open in late June at the Grand, is the lead-off in summer film attractions. MGM has brought in a field man, Mike Beininger, to help the local and Indianapolis exchanges in promoting its films. . . . Producer-director Robert Radnitz was in town recently to promote Universal's "Island of the Blue Dolphins." What he had to say concerning children's films should hearten parents, school teachers and PTA groups. Among other things at the exhibitor luncheon, Radnitz said that he doesn't make pictures that talk down to children. He tries to tell a good story that children and grown-ups alike, will enjoy. He attempts to make his film so interesting that audiences seeing it, go out and spread the good word.

## COLUMBUS, O.

Columbus theatres shifted advertising budgets to radio and television as the three



Dan Brandon, president, Film Inspection Service, Inc., is gifted as "Boss For The Day" by Mrs. Lillian Sherick, first vice-president, WOMPI New Orleans club, at a luncheon in the Roosevelt Hotel. Mrs. Marie Berglund, president of the club, looks on.

Columbus newspapers—Dispatch, Citizen-Journal, and the weekly Star—were suspended because of a strike of printers and mailers. . . . Ed McGlone, RKO city manager, is recovering at Will Rogers Hospital following lung surgery. . . . Sam Shubouf, manager, Loew's Ohio, was a judge in elimination semi-finals to select six candidates for the title of Miss Firefighter at the annual Firefighters' Ball. The contest was held at the Ohio. Winner was to receive a trophy sponsored by Jerry Lewis, star of "The Patsy," coming to the Ohio. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, was principal speaker at a luncheon of the Rotary Club of Alliance, Ohio. He discussed the state of pay tv and community antenna systems.

## DALLAS

Jamieson Film Co., Dallas-based film production firm, has announced the addition to its staff of Roel van de Wijngaard, a cameraman who has been associated with the Joop Geesink Studios in Amsterdam for eight years. . . . William J. McIlwain has returned to Dallas to assist in the premiere activities of "Circus World" at the Capri on June 24 and then will go to Houston for the opening there at the Windsor Cinerama on July 8. . . . The second engagement in the nation of the Columbia Pictures cartoon feature, "Hey There, It's Yogi Bear" had a multiple opening at 12 suburban theatres. . . . The cornerstone of the Majestic was uncovered by workmen installing a new display front. The cornerstone was laid by Karl Hoblitzelle, president, Interstate Theatre Circuit, on Oct. 18, 1920. . . . Don Grierson, manager of American International Pictures, returned from a regional sales conference he attended which was held in New Orleans.

## DETROIT

In Whitehall, Mich., an elderly house originally built for legitimate theatre, but which has been showing motion pictures for nearly 50 years, is returning to live shows. Stanley J. Wilkie, Detroit, who has operated the Whitehall for 12 years, has disposed of it to a group headed by New York producer Robert K. Adams and his sister, Mrs. Walter Snyder, who is regarded as the prime mover of the venture in summer stock. The Whitehall mainly did a summer tourist business, showing only weekends during the winter, so this move probably takes the old structure out of movie circulation. However, nearby Montague, Mich., has a modern movie es-

tablishment which also serves the Whitehall population. . . . Grand Rapids, Mich., exhibitor Jack Loeks has acquired the Auto Drive-In in Muskegon. He has two others, the Plainfield and Belt Line, and the indoor Midtown, all in Grand Rapids. . . . Olivia de Havilland begot herself considerable ink when she spent a day here in Presidential suite at the Sheraton Cadillac Hotel talking about her "Lady in a Cage," which opens here shortly. Interviewer Louis Cook, Detroit Free Press noted she had joined Bette Davis and Joar Crawford in the ladies-turned-to-horror division.

## HOUSTON

Jimmy Jeter, the Hollywood actor and his wife were in town for a brief visit. . . . Tom McKean, and his wife have moved from Dallas to make their home here. He is a retired salesman from the Paramount exchange in Dallas. . . . David Lipp of Houston, has a part in "The Patsy," the Jerry Lewis film which is scheduled to open here at the Majestic on June 17. . . . Celia Kaye, star of "Island of the Blue Dolphins" was in to promote the film and was followed on June 12 by the picture's producer Robert Radnitz. Spike, the dog, is also scheduled to pay a visit prior to the opening of the film at a number of theatres and drive-ins on June 18. . . . A Yogi Bear Coloring Contest is being conducted by the Houston Chronicle with over 1,000 prizes. The three grand prizes, one for each of three age groups, include two weeks, all expense paid trip to Golden Fawn Boy's Ranch at Boerne for boy winners, one week all expense paid trip to Golden Dude Ranch for girl winners, plus 75 Yogi Bear sound track albums, 75 Yogi Bear comic books, 500 gift certificates to Playhouse Toy Store and 500 pair of theatre tickets. The film, Columbia's "Hey There, It's Yogi Bear" opened at 11 theatres. . . . Homer McCallon, now manager of Loew's State, was pictured as he looked in 1929 as publicity director, in a Sunday feature of the Houston Post, "Do You Remember."

## JACKSONVILLE

Joe Trift, local manager, Howco Film Exchange for the past several years, has accepted an appointment as manager of the first-run Cedar Hills, announced C. H. "Danny" Deaver, city manager for Meiselman Theatres. Douglas Walker, former manager, has been transferred to a new assignment in Atlanta with the Meiselman circuit, Deaver said. . . . Judson Moses, MGM exploiteer from Atlanta, came in to plan advance promotional campaigns on "The Unsinkable Molly Brown" with theatre circuit advertising teams. . . . George Ludwig, former assistant to Marty Shearn at the downtown Center, is now a refrigeration expert with the Duval Appliance Co. . . . Local friends of Harvey Reinstein, former Buena Vista salesman for Florida, report that his is seriously ill in New Orleans. . . . Walt Meier, manager, downtown Florida, and assistant Herb Ruffner found themselves taking over where school teachers left off as youngsters began their summer vacations. Meier and Ruffner hosted their first of 12 morning Summertime Fun Shows. . . . The suburban Edgewood went into a first-run policy with the screening of "A Distant Trumpet." . . . Al Hildreth, relief manager at the Edgewood, reported that a power failure darkened his screen for more than two hours Saturday afternoon, June 6, as hurricane winds tore through the west side of town. . . . Tom Sawyer, Florida

State Theatres' home office advertising executive, accompanied Woody Woodbury, Ft. Lauderdale night club entertainer who has a leading role in "For Those Who Think Young," on a downstate barnstorming trip to promote first-run openings of the picture. . . . George Robertson, Jr., member of the public relations staff at FST's Weeki Wachee, and Mrs. Robertson announced the birth of their first child, a son, George Ervin Robertson. . . . Cliff Bailey, manager, Desoto, Arcadia, Fla., has chased away the Monday night blues by presenting local talent shows on stage and by promoting free prizes from merchants for giveaways to his patrons.

## MIAMI, FLA.

"Escape From Hell Island" premiered here, with producer Jim Dougherty making personal appearances on radio and television stations. Special screenings were held for Cuban leaders and press. The film was made in the waters between Key West and Cuba and financed by Key West Citizens. A radio contest was held offering an all-expense four day cruise on the schooner "Caribe," which was used in the picture; also a tie-in with National Airlines for a trip for two to the World's Fair. The picture opened at the Essex, Town, Rosetta, and seven drive-ins in a three-county area. . . . The Landsburgh Hotel Chain is giving an all-expense trip to Las Vegas in connection with the local showing of "Viva Las Vegas," for winner of a contest to find out how many silver dollars would be required to reach the front door of the Flamingo Hotel in Las Vegas from the Miami International Airport. The contest is promoted with trailers and lobby displays calling attention to the Channel 4, WTVJ promotion. On the opening night, June 24, the Miami Sports Car Club will have a sports car rally and parade to the 163rd St. Theatre to see the picture. . . . The Capitol, Miami, and Grand, West Palm Beach, are featuring weekly talent shows with cash prizes for winners to be judged by audience applause. . . . Employees of Burdine's Department Store were special guests of the Miami for a screening of "The Chalk Garden." Burdine employees are now wearing lapel ribbons reading, "see CHALK GARDEN," and are also making oral pitches to customers urging them to see the picture. Additionally, Burdine's has shadow boxes inside the store using the theme "think CHALK GARDEN white" for displays. Ads are planned on the "CHALK GARDEN white" theme for accessories and various merchandise from tie-up with Harpers Bazaar. Waitresses in Burdine's tea rooms in their four stores are also wearing white and carrying small hatboxes calling attention to the film and playdate. . . . New president of the Wometco Old Guard organization is Merrill Vann, multilith dept. James Loomis, art dept., is vice-president, and Joy McGarry, secretary to district manager Harvey Fleischman, is Old Guard secretary. Gordon Spradley, manager, Miami, is on the board, along with immediate past president Ed Stern, head booker.

## MEMPHIS

Loew's State began operation under the ownership of Gulf State Theatres, headed by T. G. Solomon, McComb, Miss. The house, built in 1920, has been on the market for two years. Loew's Palace, which was converted over to Cinerama in 1961, will continue under Loew's ownership. Both large

theatres are located in downtown Memphis. Handling the sale for Loew's were Arthur M. Tolchin, assistant to the president, and Arthur Raporte, vice-president. The Gulf State chain operates in Mississippi, Louisiana, Alabama, Texas, and Florida, and has 172 theatres. The new acquisition, seating 2,235, is the first Tennessee property. . . . Big 4 Drive-In, Benton, Ark., opened for the season, and Frank Patterson opened City Theater, Junction City, Ark. Presently, City is on week-end operation only. . . . Osmond Pence, Malvern Drive-In, Malvern, Ark., has closed because of severe fire damage to the screen tower. . . . "The Golden Arrow" was selected as the best family movie of the month by the Memphis Better Films Council, and "The Pink Panther" was named the best adult movie of the month. "Rome in Madrid" was shown at the May meeting of the Council, and Mrs. Tom Spalding reviewed movies to be shown in Memphis during the early summer. Mrs. James Fay Hall was reelected president of the Council. Serving with her will be Mrs. Albert Rule, first vice-president; Miss Josephine Allensworth, second vice-president; Mrs. Richard Berry, third vice-president; Mrs. Cleve Read, fourth vice-president; Mrs. George Westerfield, recording secretary; Miss Jenny Allensworth, treasurer; and Mrs. Walter Davis, corresponding secretary. The officers will be installed at a party at Plaza Theatre on June 23. . . . Tri-State Theatre Owners will hold its annual convention at Hotel Chisca Plaza, Memphis, Oct. 27 and 28. Ed Doherty, partner in Exhibitors Services, Memphis, is president. . . . Mrs. Helen Guess was hostess for the May meeting of WOMPI. Prior to the meeting, there was a cookout on the spacious Guess lawn. Plans were made for the annual Boss of the Year and installation party on June 23 at the Town and Country Club. Juanita Hamblin, Malco Theatres, will be installed as president at the June event. . . . Fifty-One Drive In, Millington, Tenn., announced its official opening of the 1964 season with a quarter page advertisement in the community newspaper of the section. An introductory offer stated the advertisement and 75 cents would admit one carload to see the double feature on May 27. The drive-in stated there were new ramps, speakers, sound, mosquito control, the latest pictures, the cleanest restrooms, and the cleanest concession stands awaiting patrons. . . . Malco Theatres, Inc., Memphis, announces that the U-Ark, Fayetteville, Ark., has closed for the summer.

## NEW HAVEN-HARTFORD

Lou Cohen announced his retirement as manager of Loew's Palace, Hartford, bringing to a close a half-century association with motion picture exhibition. His future plans are undisclosed. Bulk of Cohen's years in exhibition had been with Loew's Theatres, Inc. . . . Jack Sanson, Stanley Warner State, Manchester, ran a Kiddie Laff Time program, containing Three Stooges novelties and other younger attractions, charging 35 cents admission. . . . Joseph L. Shulman, Shulman Theatres, Hartford, announced plans for construction of a three-story apartment building, containing 39 units, in a lot near the Shulman-owned Webster. . . . Stanley Warner held regional premiere of Paramount's "The Fall of the Roman Empire" at the deluxe Cinemart, Hamden. Opening night's proceeds went to the New Haven Register Fresh Air Fund. . . . John G. Betar, real estate developer, purchased the former Loew's

Globe property, Bridgeport, from Loew's Poli-New England Theatres, Inc., for a reported \$200,000. He will build a cooperative office structure on the site. . . . A discernible and most commendable trend in Hartford first-run situations is stepped-up attention to children's audiences, manifested through inclusion of Saturday and Sunday matinee programs. First-runs resume adult programs by sundown each day. Management reasoning, of course, is to induce greater kiddie attendance and yet not distract the adult audiences, for which much of the first-run product is geared. . . . Former Norwich City Council President Henry A. Lucas and Mrs. Lucas, owners of the long-shuttered Hillcrest, Taftville, announced plans to convert the theatre into an eight-unit apartment building. . . . Stanley Warner promoted Norman Chase from assistant manager, Strand, Hartford, to manager, Palace, Norwich, succeeding Charles Obday, named manager, Warner, Newburyport, Mass. . . . In Worcester, Mass., where Stanley Warner operates one theatre, the first-run Warner, plans for construction of a theatre in the White City Shopping Center have been announced.

Meyer L. Kravitz held a gala reopening of the Clinton Drive-In, Clinton, Conn., for its second season. Souvenirs and coffee were given freely to all at the ribbon-cutting ceremonies.

## NEW ORLEANS

WOMPI installation of officers is scheduled for the evening of June 20 at a dinner in the Rose Room of Kolb's Restaurant. The other important WOMPI social event in June is the "Out-going Officer's Party" set for June 25 at the Variety Club. . . . Thelma France, Universal inspectress, became a grandmother for the third time. . . . F. F. Goodrow, independent exchange operator, has his right eye swathed in bandages due to an operation. . . . Donna Letulle, former 20th-Fox bookers' clerk, returned from the hospital and is doing nicely with her prematurely born baby. . . . Lee Roy Navarre, owner-manager, Melodry Drive-In, Oakdale, La., died suddenly. . . . Floyd Harvey, Jr., Don Kay Enterprises film salesman, is seri-

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ously ill with a respiratory ailment. . . . T. M. Saxon's Lucky, Meadville, Miss., is now on full time operation. . . . Mrs. Ruth Cheshire has also resumed full week's schedule at the Joy Drive-In, Minden, La. . . . J. B. Watts will only have the Grand, Cameron, La., open on weekends. . . . Harry Thomas, Gulf States Theatres executive, went to Ft. Walton, Fla., to assist with the final arrangements of the reopening of the Palms there, and for a look in on the operation of the nearby Shalimar, Fla., drive-in. . . . Louisiana Governor John J. McKeithen and his wife held a reception at the governor's mansion for movie stars Joan Crawford, Bette Davis, Agnes Moorehead and Joseph Cotten, and others here for the filming of 20th-Fox's "Hush, Hush, Charlotte" at a plantation home south of Baton Rouge. To his dismay, however, the Governor was in bed with the mumps, and could not attend. New Orleanians attending the affair were Gerald S. Kennedy, 20th-Fox exchange manager, a group of Paramount Gulf Theatres official staff and heads of independent buying and booking offices.

**PHILADELPHIA**

Budco Theaters, Inc., has acquired the Pleasant Hill Drive-In, Wilmington, Del., and has announced the June 24 opening of Cinema 141, a new conventional theatre, also in Wilmington. Claude Schlanger, company president, also announced ground-breaking for a 900-seat conventional theatre on Route One, near Media, Pa. Schlanger has appointed Pat Beck as executive vice president of Budco; Walter Streeper, vice president and assistant general manager; and Ben Zimmerman in charge of advertising, promotion and exploitation. Adam Goelz has joined the buying and booking department. . . . Gil Greenfield is the new manager of the Edgemoor, Wilmington, Del. He was recently with Fox West Coast Theatres in San Diego, Cal. . . . Bill Kanefsky, manager, Community, Barclay Farms Shopping Center, N. J., was honored that a photograph of himself and a kiddy party held at the theatre, graced the Walter Reade/Sterling annual stock report as an example of the community service approach of the theatre division. . . . Paul Klieman re-

opened his Leader after extensive remodeling. . . . Franklin Pease is no longer connected with the New Broadway Adult Showplace. A. Abrams is now handling the house. . . . Mitch Pantzer, former owner, Independent Poster Exchange, is on a trip to Europe. . . . Exhibitor Mel Koff became a grandfather instead of getting a new theatre. His daughter had a boy. . . . Samuel Goldman, 81, brother of local theatre magnate, William Goldman, suffered a heart attack while returning from a European trip. He was reported in good condition after being rushed to Hahnemann Hospital.

**SAN ANTONIO**

Celia Kaye, star of "Island of the Blue Dolphins," paid a visit to the city on June 4 in behalf of the film which will open a first run at the Olmos. The star appeared at Wolff & Marx, North Star Mall. . . . Bernard Brager, manager of the Paramount exchange in Dallas, and his wife were recent visitors here. . . . Gerald Ashford, amusements editor and columnist of the San Antonio Express and News, is on the first Jet Tri-Roadshow Press Flight being staged by 20th Century-Fox. . . . The San Antonio Evening News and Cinema Arts Theatres are conducting an unusual contest in conjunction with the showing of the new Elvis Presley movie, "Vivi Las Vegas" at the Texas. Each day for three days there will be five pieces of a 15 piece jigsaw puzzle. When all 15 have been clipped out, they can be fitted together to form a picture of Presley. To accompany the picture must be a 25 word or less essay on "Why I think Elvis sings better than the Beatles." First prize will be \$50 cash. The six runners-up will be given LP Elvis Presley RCA Victor albums. The next 25 winners will get an Elvis Presley 45 RPM record and a pass to see the film. . . . Two dogs came to town to ballyho two different pictures. Michel, the talking dog, came to town in behalf of "Wild and Wonderful," which features a poodle. He appeared at McCreless Shopping City where he hosted a poodle luncheon and a style show then an exhibition of his talking prowess. There was a give-a-way of 100 tickets to see the film. . . . The second touring dog was Spike, with his trainer Frank Weatherwax, who appears in Universal's "Island of the Blue Dolphins" scheduled for the Olmos. . . . Ignacio Torres, manager of the Alameda, has booked another stage show with a number of Mexican artists to run for a week. . . . Richard Vaughn, manager of the Texas, sponsored a free Pepsi Cola show with admission six Pepsi caps. . . . The H. E. B. Food Stores are cooperating in the promotion of three local movies offering cash prizes for coloring contests and offering special coupons to some which will allow a 50 percent reduction in admission. There is a Yogi coloring contest in conjunction with the first run showing of "Hey There, It's Yogi Bear" at the Josephine. A coloring contest is also the main feature for the showing of "Rhino" now in its second week at the Laurel. First prize is \$75 with second and third prizes Columbia bicycles and fourth prize is \$25. Special reduced rate coupons are available. A Coloring contest is also to be conducted in conjunction with the showing of Walt Disney's "The Three Lives of Thomasina" to be shown at the Laurel. Discount coupons will also be available at the food store check out counters. . . . Mr. and Mrs. Joe E. Morrow have reopened the Roxy, Munday, Tex. The theatre is being operated on weekends at the present time. Morrow was previously employed at the Roxy and Sunset several years ago.



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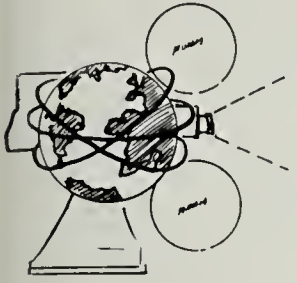
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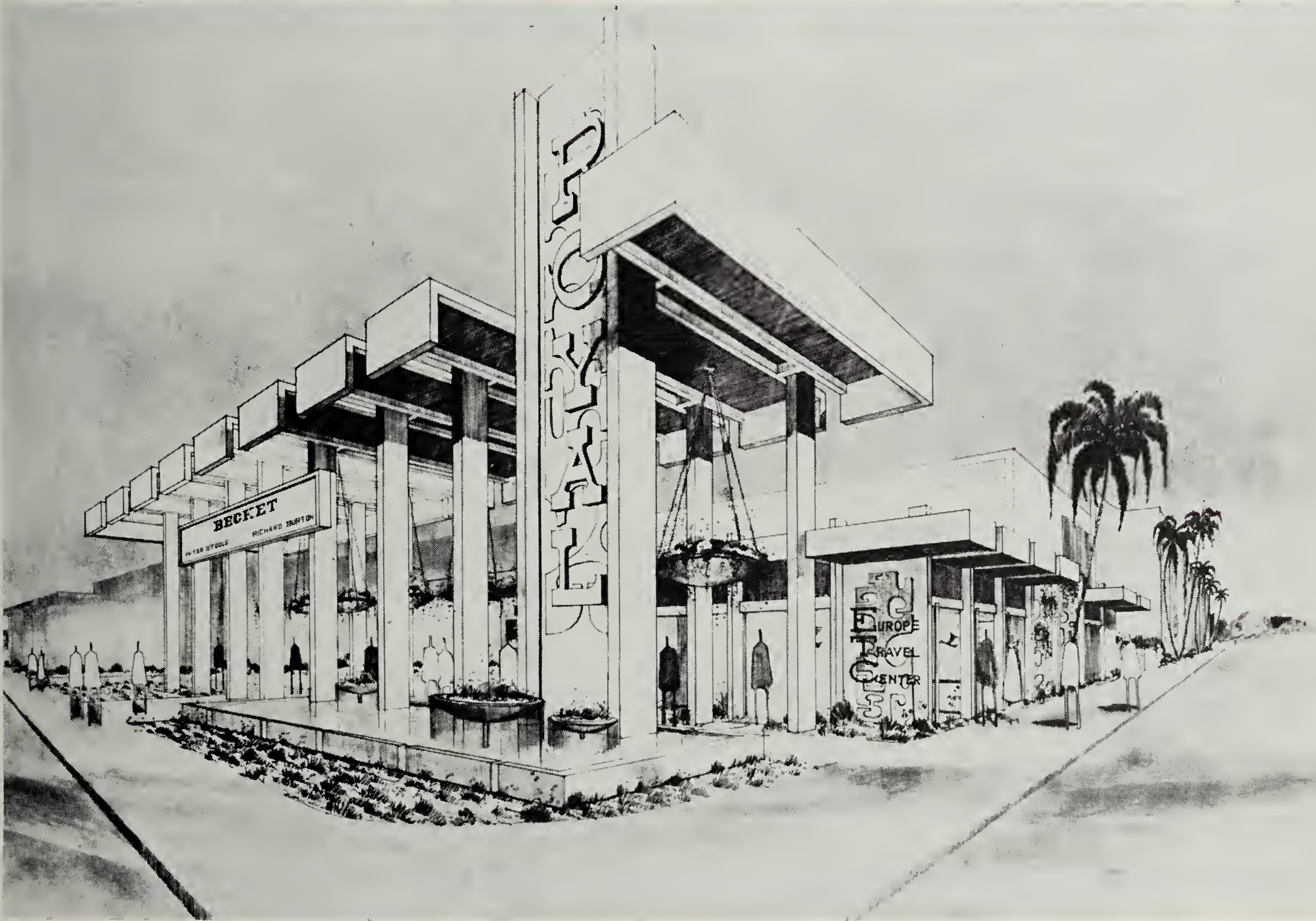
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# PHYSICAL THEATRE

# EXTRA PROFITS



**COVER PHOTO** • Artist's rendering of new Royal Theatre, opening this summer in Waikiki, Honolulu. Deluxe 900 seat house is area's first since WW II.

Volume 19

Number 6

June 17, 1964

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*

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Dr Pepper Company, Dallas, Texas 1964



## Editorial

# Who's Afraid Of 70MM?

**T**HIS country has approximately 350 70mm installations, most in first-run indoor theatres. Only a handful of the 5,600 drive-ins in the U. S. are represented in the above figure.

Since outdoor theatres have increased screen sizes to widths of 75 and 100 feet, it has become increasingly difficult to fill them with at least a passable picture from 35mm prints. It is common knowledge that brightness levels on outdoor theatre screens are usually below minimum recommended standards, the major difficulty being the heat created during tremendous magnification of the 35mm frame. Though 70mm represents a technical solution to this problem, we know the American exhib isn't buying.

The problem is a stalemate struck between exhibitors and distributors. Distributors, understandably, balk at putting a print, especially on an early run basis, into D-I's that charge 75¢ for adults and little, if anything for kids. With costly productions, they look for admission prices of \$1.50 or \$2.00, with a hefty cut of the gross. Drive-in exhibitors avoid such prices, fearing loss of family and teen trade. A full house also means that the outdoor exhib will realize maximum profits from his concession operation. Rather than hike prices to meet distributor's terms on 70mm releases, he will book other product.

With slim 70mm bookings available, D-I exhibs would be foolish to make the outlay for equipment. This does not, however, change the fact that the drive-in **NEEDS** the 70mm process. Today even when good product is available, many drive-ins cannot present it as it was meant to be seen on a theatre screen.

Many argue the point of drive-in audiences not caring what is put on the screen, especially teens looking for a dark place to park. While teens undeniably are an important part of the D-I audience, family trade is just as vital, and, unlike some of the teens, they do care what they see. The exhibitor who extends himself to book quality product and present it properly can only encourage this segment of his public.

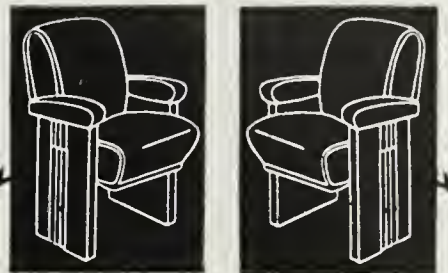
If the superior 70mm process is landlocked by the existing distribution patterns for this type product, so short-sighted an approach to the question seems inexcusable. Perhaps the heart of the problem is the higher print costs for 70mm. With both sides falling back on the dead-end argument of "I have to make a living," perhaps only a serious threat to the livelihood of both will shake them out of the complacency that has marked our acceptance of 70mm. Any answer to this vexing question must begin with a meeting of minds on the part of production, distribution, and exhibition as to the real need for 70mm. It might be possible, for instance, to drastically reduce the cost of preparing 70mm prints in the laboratory by technical means.

As it stands now, even the exhibitor has cause to hide his head in the sand and ignore this new development, as he is the one who has to lay out for the equipment.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia, Pennsylvania 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

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thru years of wear  
takes SKILL that's rare!



It takes a "pro" to combine eye-appeal and lasting quality in seating, without going over-board on cost! To Massey, this is a natural, because in all its years, they're dealt with exhibitors who know what they want! Your first transaction with us, no matter how small or large, will prove that we're on your team. Let's talk it over?

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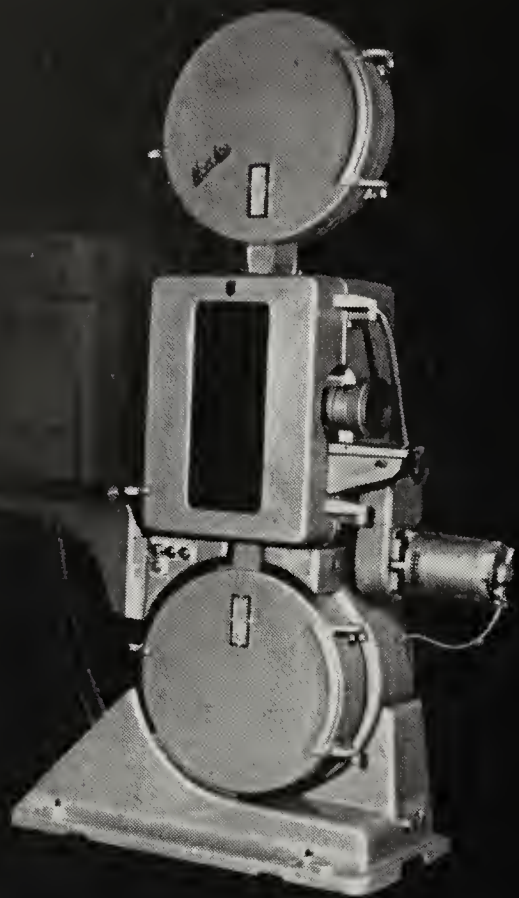
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# PROJECTION AT THE FAIR

Continued

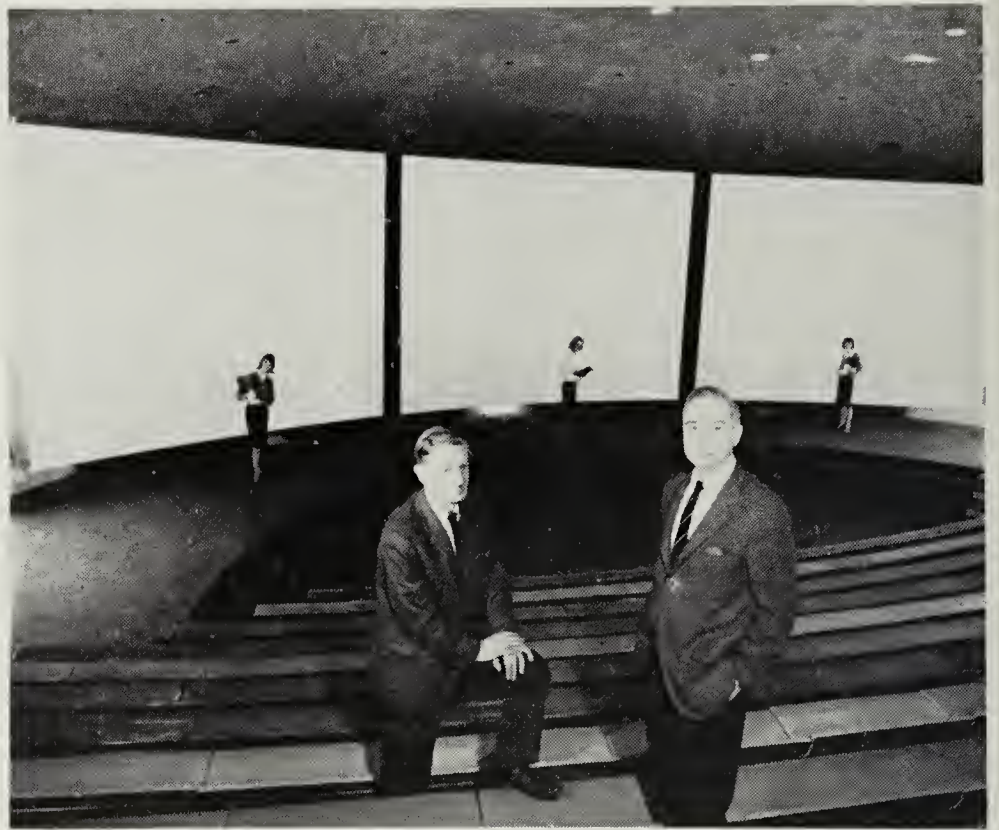
and multi-panel, deep-curve screens, there are applications of the hemispherical type screen, which requires projecting a circular image.

A U. S. Navy training device utilizes a hemispherical screen on a vertical plane, while the Spacearium projector developed by Cinerama uses such a screen in a horizontal plane.

The Navy-Marine Corps Exhibit, located on the ground floor of the Transportation and Travel Pavilion, features an enclosed theatre where a short, exciting film of the Navy and Marine Corps in action is shown. The "Cine-Globe Cruiser," a Navy-developed device used initially for gunnery training, projects the color film, in standard 35mm, through a special 142-degree lens onto the curved screen of a large hemisphere. The audience stands within a few feet of the screen, which nearly surrounds them. With almost their entire field of vision occupied by the picture, they are given the feeling of being actually involved in the action going on.

Realism is heightened by accompanying sound effects, with the net experience proving so close to the real thing that a handrail had to be provided for audience comfort and safety. Subject matter for the film was deliberately chosen to take advantage of this realistic medium. Scenes are calculated to thrill the audience with some of the most exciting experiences to be found in the Navy and Marine Corps.

The lens that makes the Cine-Globe picture possible is, essentially, an eleven optical element, reverse telephoto, wide-angle lens that has a focal length of 0.4 inches, a back focus of 1.541 inches, and an aperture of  $f/2.2$ . The lens makes a 0.816-inch diameter circular image, from a 143-degree field angle on 35mm standard motion picture film and is used with a Century Model



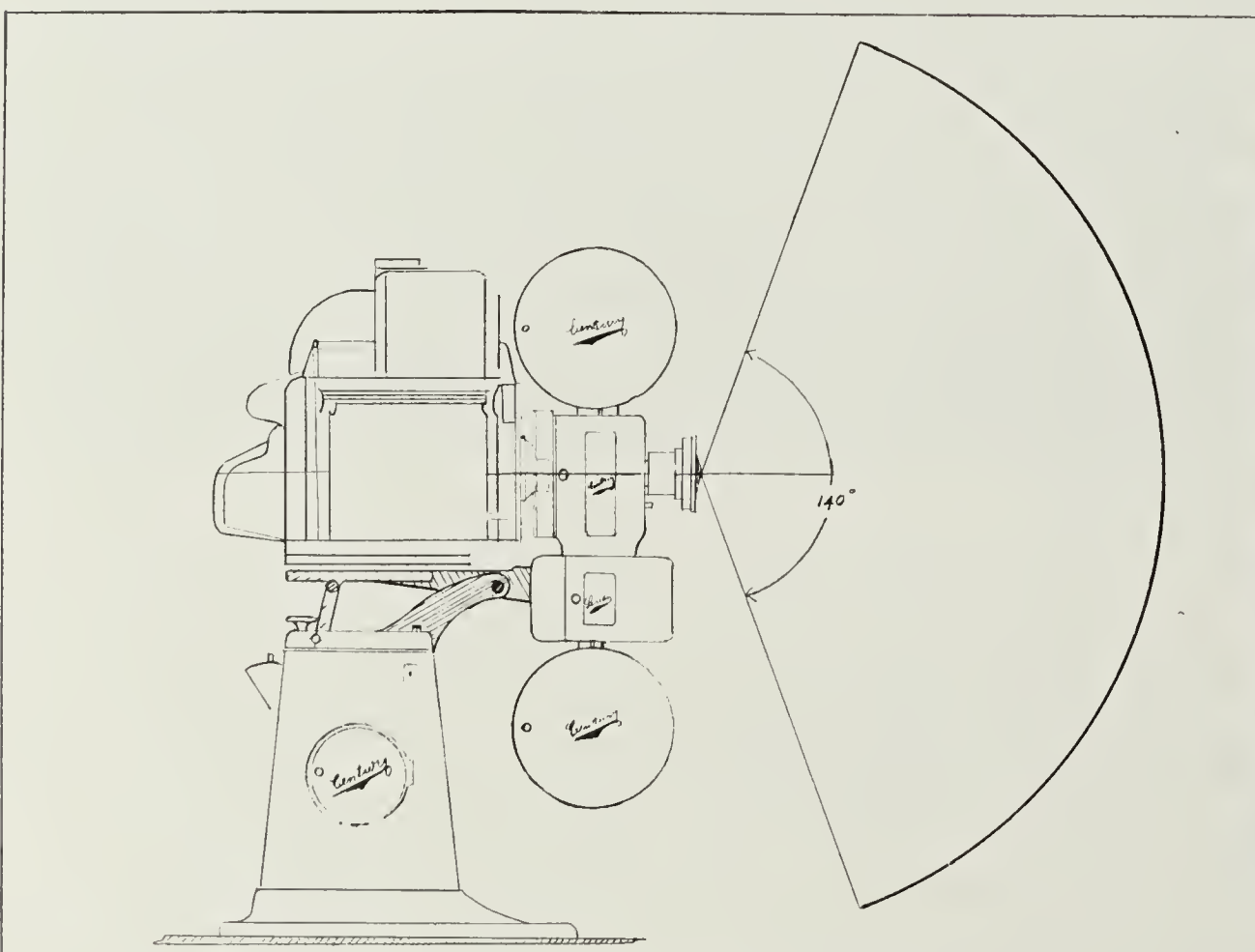
Alexander Hamid and Francis Thompson stand in 500 seat, disc-shaped theatre in Johnson's Wax Pavilion where 18-minute film, "To Be Alive!" is being shown to the public. Screens are 18 feet wide each.

M projector. Due to the characteristics of the lens, focus was a critical problem, but maintaining satisfactory focus with the Century projector has been possible.

In addition, the exhibit features continuously running 16mm color films on action sequences relating to missions of the Navy and Marine Corps.

The IBM building, with its flaired, circular roof topped by a giant spheroid resembling the round character printer in some IBM electric typewriters, contains a novel motion picture auditorium. Viewers are moved into the auditorium by an inclined hydraulic lift that takes them up into the center of the sphere.

Continued



Century Model M showing angle of Cine-Globe projection.



Audience watching pictures taken with wide angle Cine-Globe camera mounted in nose of Navy jet at Navy-Marine Corps Exhibit.



# WE WONDER WHAT

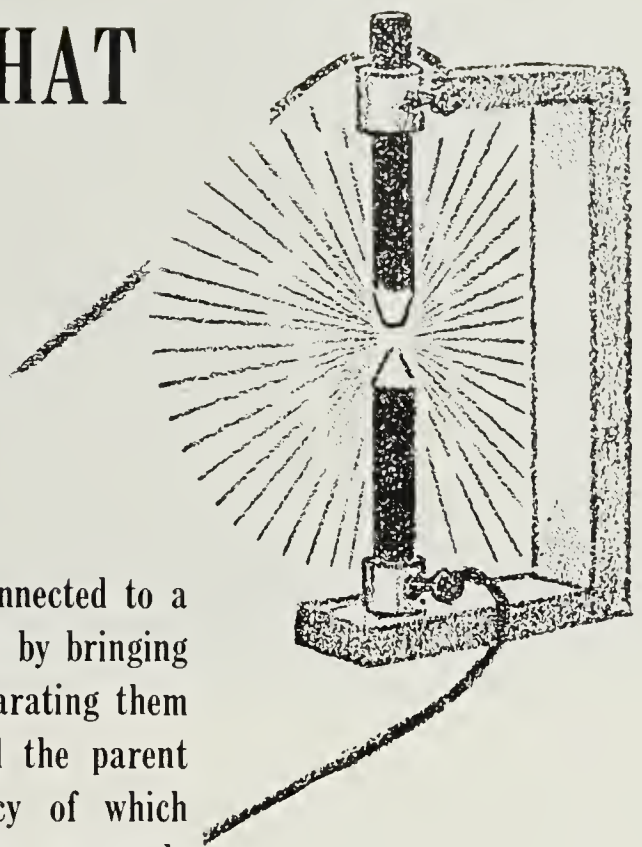
Sir Humphrey Davy

would have thought of  
the new **FUTURA**

In 1800, using charcoal electrodes, connected to a battery, he produced a brilliant flame by bringing the electrodes together and then separating them by a short gap. He had discovered the parent of today's carbon arc, the brilliancy of which has never been surpassed by another man-made light source.

But just as the Wright brothers' first plane has been replaced by today's jets, so too have most previous projection arcs been outdated by Strong's Futura. It provides that extra measure of light for today's big drive-in and indoor screens—the greatest amount of light ever delivered per carbon dollar.

The Futura costs less to buy and less to use with all 35mm and 70mm projectors, and any Strong dealer can prove it.

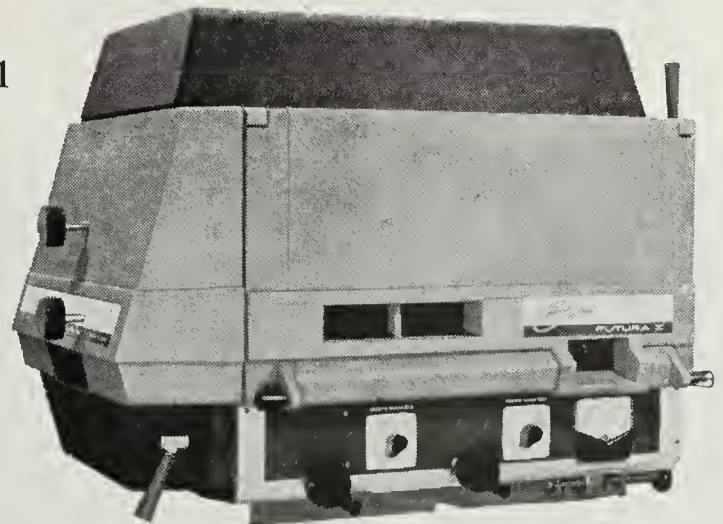
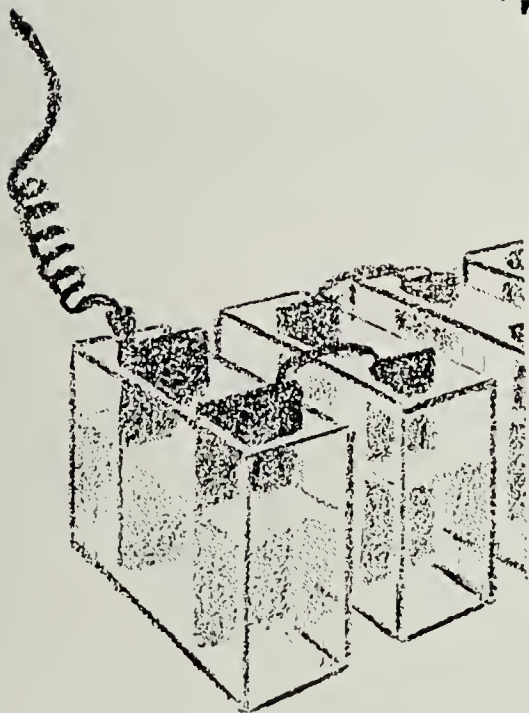


SEND FOR BROCHURE

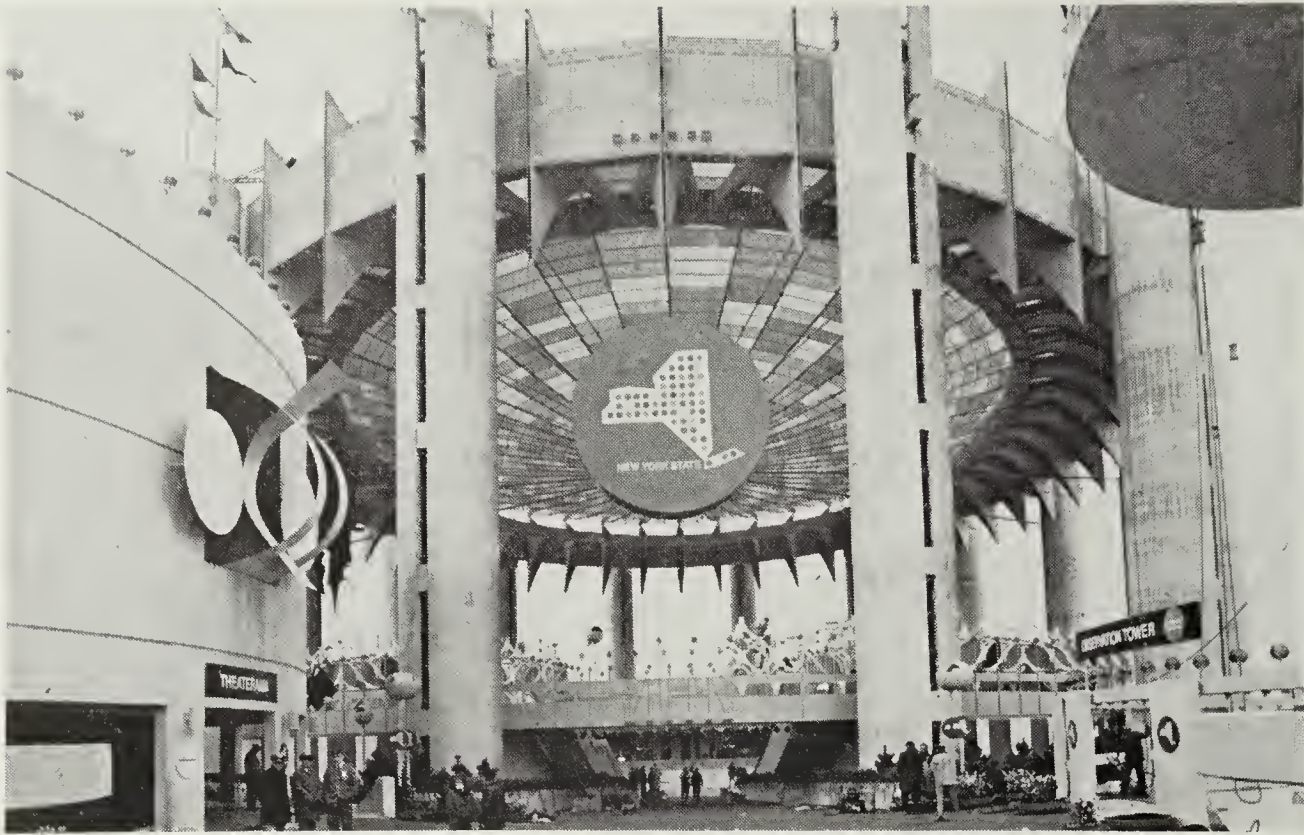
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New York State Pavilion features Theaterama, large theatre in the round.

## PROJECTION AT THE FAIR

— Continued

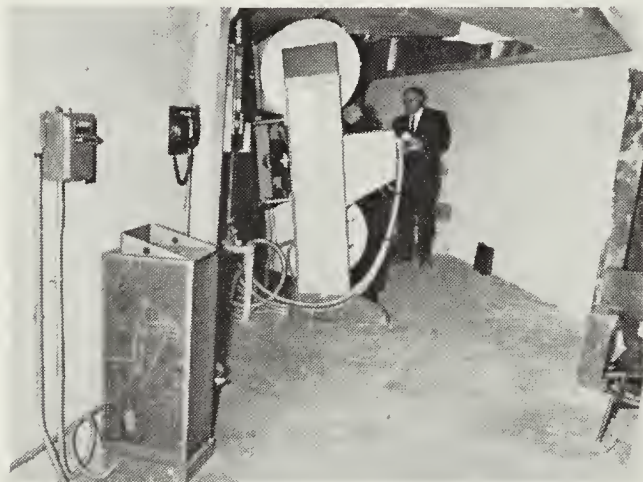
From a projection booth located above the audience near the top of the sphere on one side, seven Simplex XL projectors throw to a number of screens of varying sizes located on the opposite walls. All of the projectors, equipped with Strong Xenon lamps and Kollmorgen lenses, are interlocked and synched for sound.

The idea of the presentation is to suggest to the audience, via a number of images flashed on the screen, that the memory center of a computer's brain is capable of storing countless bits of incoming impressions, which can later be recalled for use. The screens, which are rectangular, curved, split-image, and other shapes, are hit by a picture projected by one or more machines in a predetermined sequence controlled by a programmer.

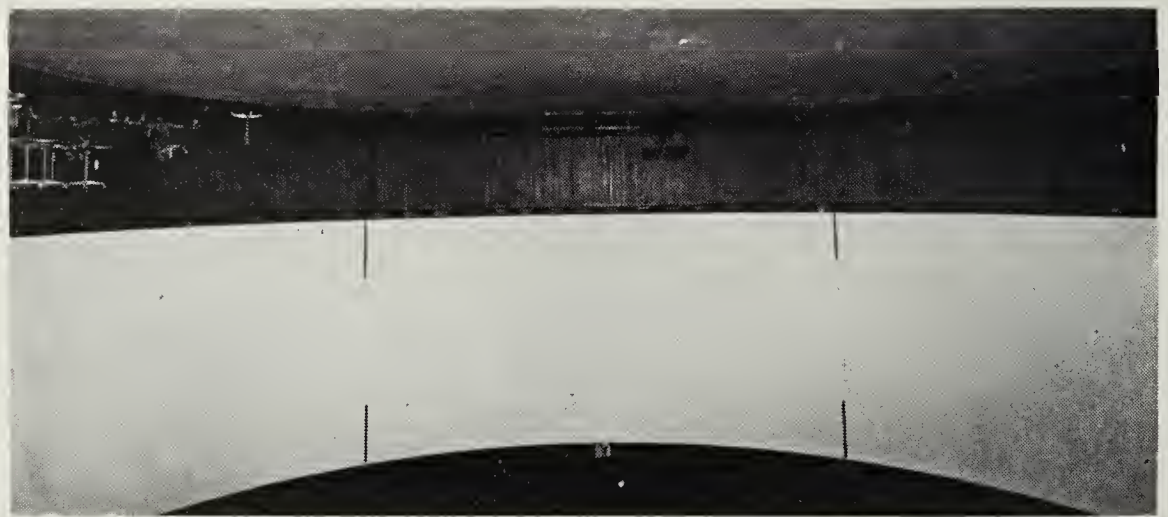
Near the large, circular disc suspended by massive supporting

columns at the New York State Pavilion is another theatre, called Theaterama. This theatre has a large auditorium-in-the-round with an immense circular screen of 250 feet. Six Norelco Super Pulse-Lite projectors project images measuring approximately 40 feet wide and twenty feet high to screens that completely surround the audience. Using two of the newly developed SPP lamps, more powerful than the earlier type, a light output of up to 15,000 lumens on the screen can be reached. Norelco says that to obtain this level of illumination with flicker-free results, a carbon arc equipped projector would have to employ a three-blade shutter and have an output at the arc of about 40,000 lumens. The audience stands in the center of the circular auditorium and experiences

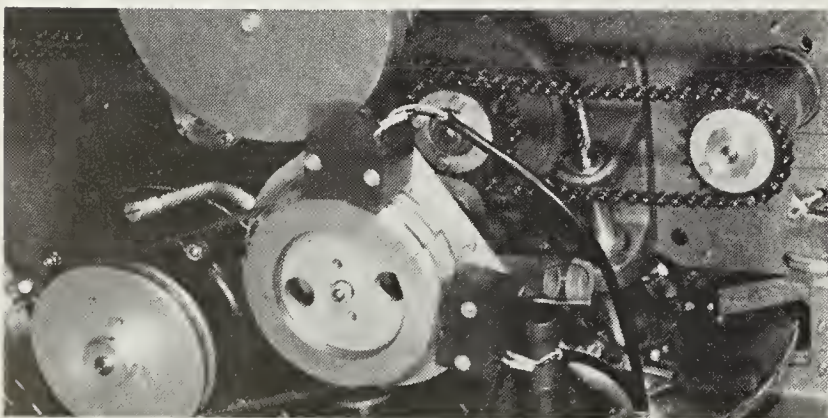
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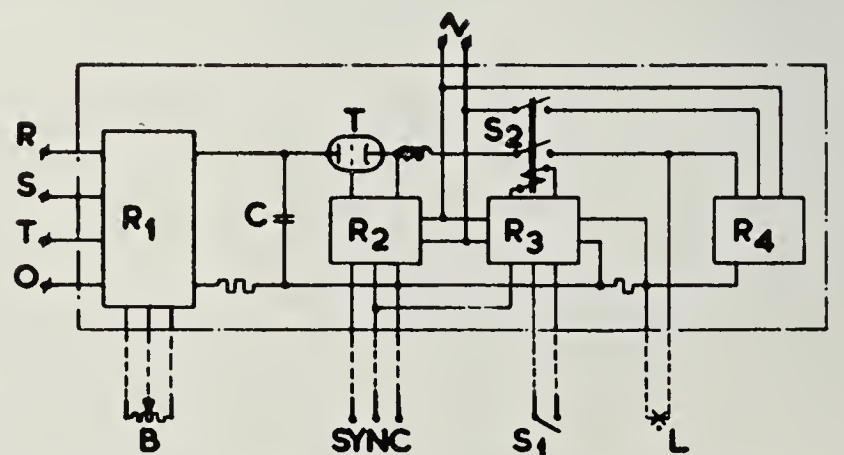
Norelco installation of Super Pulse Lites.



Interior shot of Theaterama shows three of six curved screens.



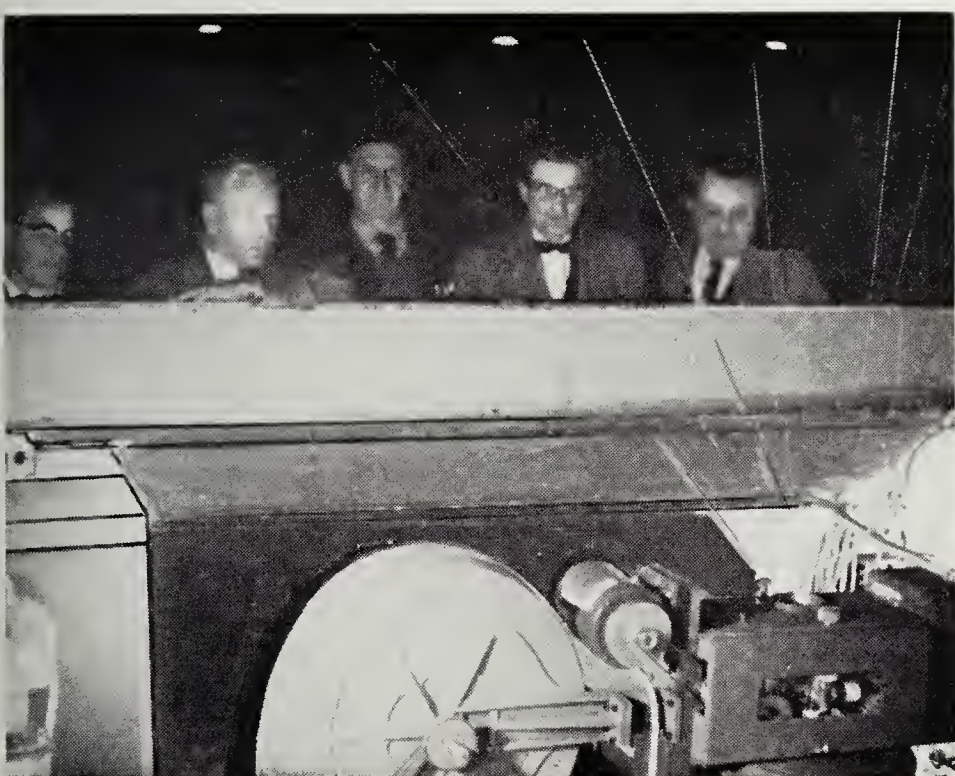
View of second Pulse lamp with associated optics and second pulse generator. Rotary reflector is synchronized with first lamp and film movement.



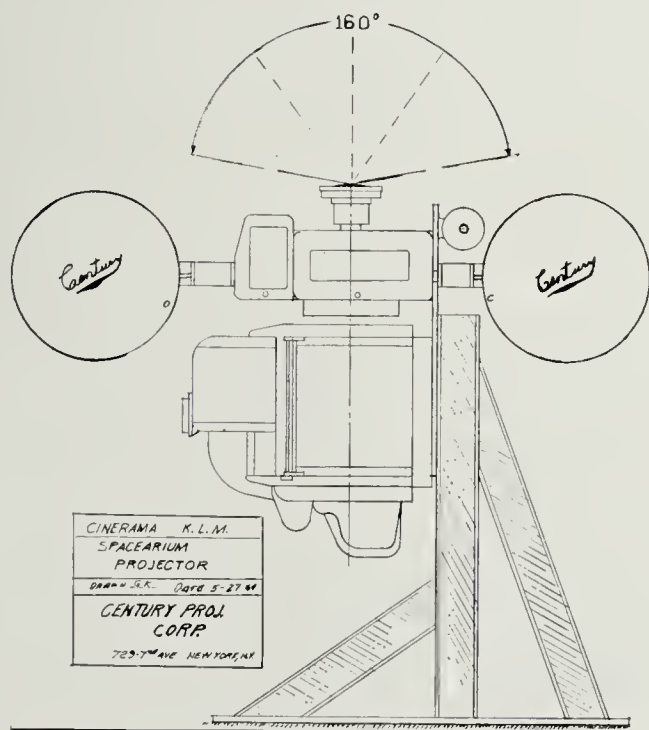
Norelco pulsator used in Pulse-Lite equipment, such as models in use at N. Y. Fair, shown on simplified schematic drawing.



Dome resembling moon surface atop Transportation and Travel Pavilion houses Cinerama Spacearium.



Looking down into the Cinerama-KLM installation at special Century 70mm projector before the unit was covered with roof.



Drawing of Spacearium projector shows heavy vertical mounts and outsized lens.

the surround, panoramic sensation of being in the midst of the scenes shown on the screen.

A third attraction employs a battery of five Pulse-Lite projectors that throw to a like number of stationary screens with the projectors housed in a complex located in the center of the auditorium. The audience passes the screens, located on the outer area of a gigantic turntable. Three other auditoriums are utilizing the Norelco AAI 70/35mm projectors.

The immense Transportation and Travel Pavilion is the site of the much discussed Cinerama Spacearium. The Cinerama show, entitled "To The Moon And Beyond," is presented in a dome located on the upper floor of the Pavilion. The inner surface of the 70 foot high dome, which measures 100 feet in radius, provides a giant screen for the audience of 700 people seated below and within it. A specially-designed Century 70mm projector, with one of the largest lenses in the world and a special Ashcraft Super-Cinex Lamp is situated at the center of the dome, rising slightly above the viewers, yet surrounded by them. This novel projector throws its huge images up and out over the surface of the dome, and the audience, in special seats which tilt upwards to 35 degrees, experience the actual sensation of soaring towards the moon, over it, and then beyond to outer space. Spectators see the recreation by the film makers of the formation of galaxies and star systems through the consolidation of gaseous matter, following the prevailing theory of how life began. The space journey covers millions of light years in time, and brings the audience up to the present with a striking sequence showing part of a man-made satellite in perpetual orbit around the moon. The film is narrated by Rod Serling, with half of it being filmed by animation techniques and the use of scale models, while other portions of the fifteen minute running time represent live-action photography.

Century Projector Corp. developed the Cinerama-KLM projectors, which are mounted in special supports so that they point directly to the zenith of the dome above. Larry Davee, president of Century Projectors, said that the unusual machines were specially designed and manufactured for the particular use at the Fair and were not rebuilds of standard 70mm machines, though many

Continued on Page PE-12

AMERICAN SEATING



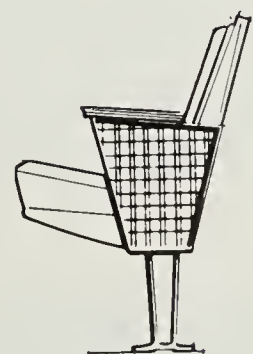
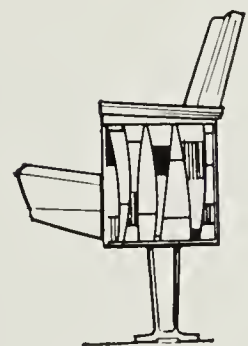
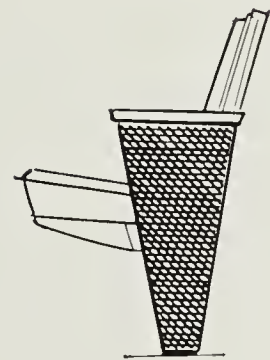
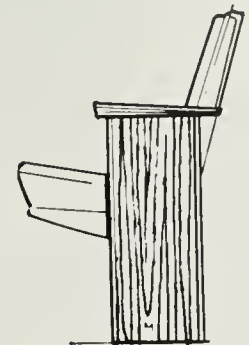
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The *Stellar* Chair by American Seating . . .  
the only chair that can be adapted in every  
detail to the design of each theatre it adorns

Introduced just last year, American Seating's Stellar Chair has already set an impressive record of successes in the nation's most distinctive entertainment centers. Places like: Lincoln Center's Philharmonic Hall and the New York State Theatre. The Tyrone Guthrie Theatre in Minneapolis, and the Warner Theatre in New York. The Fox-Winrock in Albuquerque, and the Cinerama Dome Theatre in Hollywood. From coast to coast, the Stellar Chair is attracting new business with new comfort and style.

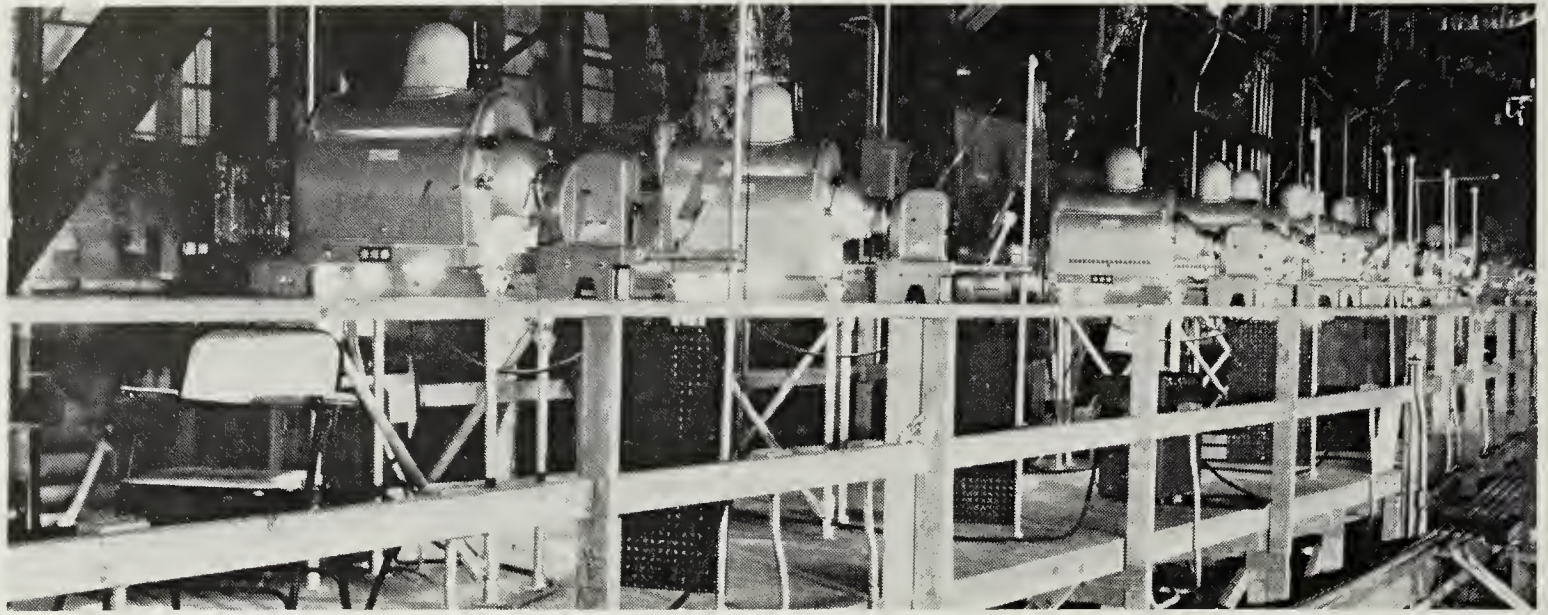
Why such wide acceptance? The Stellar Chair is unique in its field — unique in its price range. It is the only seating to offer you wide choice of all design elements. You can choose the style, fabric, aisle standard, seat and back, width and mounting to give you the look you want . . . exactly. The possible combinations are virtually unlimited. This is custom-styling, in effect — but not in cost.

The Stellar Chair belongs in your theatre. Get in touch with us soon, and learn how it can contribute to the character of your theatre; how it can heighten the comfort of your patrons. Write Dept. MP-6 for brochure on the new Stellar line.



The standard by which all public seating is measured  
GRAND RAPIDS, MICHIGAN 49502

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Batteries of 16mm EL 5000 Xenon Lamp Norelco projectors are shown in photo taken inside Bell Telephone Pavilion. Installation uses 55 projectors, which are in continuous operation twelve hours a day.

parts are interchangeable with standard equipment. Davee says they are the largest models built, using 70mm film with a 10-perforation frame (1.870"), which is twice the normal size. The film speed is also doubled, at 225 feet at 24 frames. As used at the Cinerama-KLM exhibit, they project 18 fps, or a film speed of 168.75 feet per minute. Film sprockets, including intermittent, are double normal size, and the new Century direct drive using a poly "V" belt from motor to main drive shaft, rotating at 1440 rpm, and double rear shutters are used. The special lens, which projects a 360 degree picture, was supplied by Cinerama.

Listed are only some of the many applications to which the motion picture has been put by the Fair planners. Those who have visited the Fair are aware that footage of all kinds is being run through both standard and experimental projection machines.

All of us in the motion picture industry should examine the decision of industry and governmental interests with exhibitions at the New York Fair to employ motion pictures to convey their messages to the vast throngs that visit the fairgrounds each day. Aside from stimulating both design and demand for bold, new projection techniques and apparatus, some of the innovations born of the requirements of the Fair's exhibitors are bound to spill over into commercial production.

Visitors, many of whom have never been exposed to anything other than standard 35mm projection, may also find their appetites for more diverse entertainment in motion pictures whetted by their experiences in the Fair's unique theatres.



Photo shows portion of Cinerama—KLM Spacearium picture, as projected on dome surface of Transportation and Travel Pavilion auditorium.



William R. Forman, president of Cinerama, Inc. enters special vehicle taking Fair visitors through spectacular Cinerama movie ride at Federal exhibit.

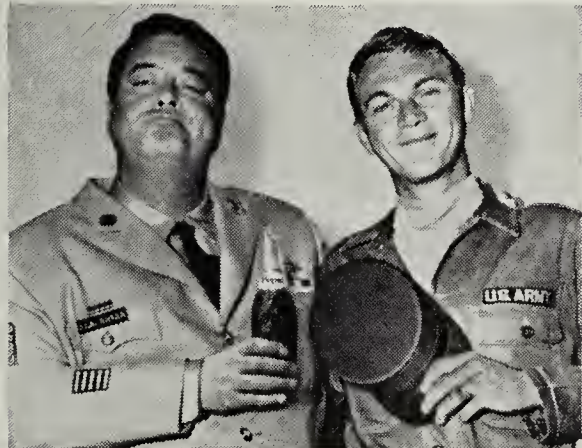


Sphere atop IBM building contains motion picture auditorium reached by inclined lift. Seven Simplex XL projectors are used in unique auditorium.

# Pepsi promotes to bring you crowds

Excitement pulls in customers. And Pepsi-Cola knows how to *create* excitement: whether through spot radio commercials plugging local theatres, through film trailers that send audiences streaming out to your concession stand, or with special and exciting promotions that drum up local interest. Sound out your Pepsi-Cola Bottler about the best way to generate more excitement, traffic and profits in your movie house.

"PEPSI-COLA" AND "PEPSI" ARE TRADEMARKS OF PEPSI-COLA COMPANY, REG. U. S. PAT. OFF. © 1964, PEPSI-COLA COMPANY



Pepsi Bottlers helped promote "Soldier in the Rain," exhibitors got extra traffic.



"Pepsi 'n Popcorn Twins" promotion really stirred up local excitement!



Hollywood titled a picture after Pepsi's theme: "For Those Who Think Young." It's like getting a whole feature-length commercial aimed at the young movie-going crowd!



Crowds like this give picture exhibitors "pow" box-office and concession sales.



You've got to give them something new, and Pepsi comes up with the promotions every time.

# EXTRA PROFITS

Al deProspero, editor

June 17, 1964

## handling Soft Drinks

■ ALMOST 90 per cent of indoor theatres sell soft drinks either through fountain or vending machine outlets, and almost all drive-in theatres offer soft drinks to their patrons. Dispensing, handling, and merchandising procedures for this important concession item then, should be familiar to the theatreman interested in guaranteeing full returns on profitable soft drink sales.

Soft drinks have been a great assist in promoting the sales of confectionary and food items through related merchandising, and have broken down into two major types of sales in theatres: From the coin-operated vending units, and from fountain dispensed cups.

Coin operated units have caught on solidly in movie theatres, where the high traffic location has encouraged vending machine interests to develop new equipments for the important theatre market. The fountain dispenser, which has undergone many modifications lending it to the quantity turnover installation such as in the drive-in theatre, has also proven its worth by providing greater revenue values.

It is important that the concessions operator keep a close eye on both types of drink dispensing equipments if he wishes to insure a drink of acceptable quality that will return him a fair share of the profits. Even in the vending machine, faulty change-makers, free drinks, and incorrect portioning or throw can cause waste.

Proper maintenance and cleaning procedures for both types of equipment installations are the most important factors in maintaining a quality beverage for the customer. A weekly cleaning routine for drink dispensers is a must, and adds both to equipment appearance and drink quality.

See to it that your dispensers are given a thorough break-down and cleaning, including removal and cleaning of drip pan, cleaning of syrup containers, removal of plastic dispensing nozzle or dispenser head, and cleaning of ice compartment.

Warm, flat drinks can be avoided too by watching for low ice levels, placing warm

syrup in dispensers that has not been pre-chilled, and keeping carbonated water at proper refrigeration levels. CO<sup>2</sup> gas bottles, filtering devices, compressors, and other equipment vital to the dependability of an installation require inspection on a regular basis, if trouble from this end is to be avoided.

Location of either the drink dispensing unit on counter installations, or of the vending machine in the motion picture theatre has a lot to do with the success of sales. The first consideration, is, of course, a high traffic area where there is ample room for customers to wait to make a purchase, and then stand to the side to consume it.

The compact vending machine often proves its worth as a supplementary unit, if both are used in a theatre, since it can be placed in outer lobbies, or lounge areas that also receive high patron traffic, yet are located away from the main concession stand.

Proper location will insure that the vending machine or dispenser, both of which have a certain amount of built-in selling ability, can do their merchandising job properly. The use of standard brands also helps you earn more, since the soft drink manufacturers go to great lengths to advertise their products in the consumer markets.

Aside from point of purchase sales aides, either built into the dispenser or vending

**NAC-TOA TRADE SHOW**  
EXHIBIT SPACE at the Conrad Hilton Hotel, Chicago, is rapidly being allocated for the concessions and motion picture industry trade show, Sept. 28-Oct. 1. With more than four months remaining, over 60 per cent of the available booths have been reserved by a wide variety of firms including manufacturers of concessions and theatre equipment, syrup and beverage dispensing firms, specialty food distributors, and manufacturers of vending equipment.

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

machine, or located near-by, the theatreman will find that use of the merchandising materials developed by the soft drink manufacturers for related item sales can be great profit generators, since the soft drink lends itself to tie-in merchandising efforts with practically all other food or confectionary items sold in the theatre.

The beverage companies and bottlers will also lend valuable assists in planning and carrying out promotions such as the Royal Crown Theatre Parties, or the Pepsi-Cola Bottle-Top promotion. Each of the syrup manufacturers has a fountain sales department manned by personnel experienced in the problems particular to theatre merchandising and will gladly help in the furnishing of materials or advise.

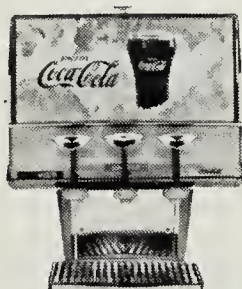
Drive-In exhibitors do not have to be told that there's money in drinks. The outdoor theatre, especially in warmer weather, is a natural location for the sale of this item. Due to the characteristics of outdoor exhibition, there are some unique problems associated with soft drink handling and merchandising. The need for equipment that will enable the operator to prepare drinks in large quantities calls for speedy dispensing equipment and careful inventory control. More so than in indoor situations, the outdoor theatre is likely to have on hand carbonator equipment, which requires constant attention for best results.

Many kinds of merchandising efforts lend themselves well to the outdoor theatres, including the promotion of jumbo-sized drinks, and the one price for two items sale, such as developed by the Coca-Cola Co. with its "Coke and Burger" posters, etc.

Remember that the theatre concession stand is never without some item that will bear promotion. Managers who have conscientiously followed the campaigns suggested by drink and food manufacturers and offered by the trade press know that greater profits can be had, if the effort is made. Showmanship has always been the basis of profitable theatre operation, and this quality will really pay dividends when applied to promotion at the concession stand.



**this dispenser was an overwhelming success at the Bijou**



**but it might not go over so big at the Palace**

The point being that what's right for one location may not be as good for another. Which is where your Representative for Coca-Cola comes in. His consultations on a wide variety of equipment is part of a program called, "Custom Merchandising."

The program also includes advice and service on advertising, promotions, personnel training, ticketing, and so on.

Our representatives have an average of 12 years' merchandising experience with The Coca-Cola Company. And they represent the *only* soft drink manufacturer that takes the time to extensively train its own national fountain merchandising field force.

So when it comes to equipment (or any other phase of "Custom Merchandising"), consult your Representative for Coca-Cola. He's the expert.

things go  
better  
with  
**Coke**

"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.



# NAC Canadian Meet yields Profit Tips

TORONTO — The National Association of Concessionaires concluded one of its most widely attended and successful Canadian Regional Conventions here on June 2 at the Park Plaza Hotel, following two days of sessions. Featured were many prominent speakers in diverse fields of the concessions industry and a sizeable trade show.

Visiting concessionaires were entertained at two luncheons and cocktail receptions. The luncheon on Monday, June 1 was sponsored by the Pepsi-Cola Co., of Canada and on Tuesday by both Shopsy's Ltd., and Seven-Up Ltd. Cocktail receptions on both evenings were hosted by Orange Crush and Coca-Cola respectively.

Edward S. Redstone, NAC president, told delegates that "NAC is a vibrant organization. It has become stronger as each year passes. But its growth and its contribution to its membership ironically depends entirely upon you—its members—not upon me or anyone else. What you are doing here—and have done over the years—is in fact the purpose of NAC. You afford the opportunity for concessionaires to gather and personally and informally exchange ideas. Between meetings our national office strives to continue the flow of this information but your active participation in NAC is needed."

Leading off the program were Marcel Dugas, Nestlé (Canada) Ltd., and Ed W. Stevens, Standard Brands Ltd., who both covered the subject "Better Coffee — Bigger Profit." Dugas dwelt on the concessionaires' need to serve the greatest number of people in the shortest possible time, emphasizing "everything you do has to be based on convenience and speed."

Stevens revealed that between the years 1959 and 1962 the volume of coffee roasted in Canada rose to 95,413,000 lbs., for a gain of 13.6%. In the same period the conversion of roasted coffee into beverage coffee by the food service industry in Canada increased 20.6% to 41,029,000 lbs., for the equivalent total of over 2,188 million cups. 70% of the adults who eat or drink away from home at locations other than hotels, restaurants and snack bars, select coffee from among the various beverages.

"Progress in Profit with Cold Drink Sales," was covered by F. G. Allen, The Coca-Cola Co. Ltd., J. W. Macdonald, 7-Up Co., Ontario, Limited and D. R. Wilson, Canada Dry Ltd., and R. C. Hollingsworth, Pepsi-Cola Canada Ltd.

Allen maintained that selling larger drinks is a wise policy since, as he pointed out, "kids come larger these days and we must satisfy their insatiable thirst." Macdonald stressed the importance of quality in drinks and that they should be served cold and properly carbonated.

According to Wilson, vending in Canada has grown four times as fast as the gross national product. He also gave some interesting statistics on 1962 vending sales in Canada: Tobacco products vended in 1962 amounted to \$34.165 million; hot drinks, \$7.695 million;

cold drinks, \$7.385 million; prepared foods, \$3.040 million; packaged confections, \$2.105 million, milk products, \$1.447 million, and bulk confections, \$1.331 million.

Hollingsworth dwelt on the importance of updating fountain equipment.

Louis L. Abramson, executive director of NAC spoke on the values of trade association membership.

H. E. Chrisman, Cretors and Company, Nashville, spoke on "Popcorn — America's Most Merchandisable Food." Chrisman said "Because popcorn is the highest profit item in your concession area, it deserves the most prominent position within your concession area and the proper attention to assure maximum quality and maximum sales. At the same time it is so easy to pop and serve popcorn that many concession owners neglect it far too much."

Chrisman outlined these five basic steps as essential to popping good corn: 1. An efficient and clean popcorn machine; 2. Highest quality raw corn available; 3. Proper ratio of popping oil to corn; 4. Circulating heat to keep corn crisp and hot, and 5. Following the popping and maintenance instructions for the type of equipment used.

Sal Arena, Origina Pizza Crust Corp., New York City, outlined the merits of pizza sales to "Round Out Your Profits."

"Meat The Experts" featured a panel consisting of Bob Lawrence of Shopsy's and Benny Winbaum, of Vaunclair Purveyors Ltd. Lawrence spoke on the proper preparation of hot dogs and hamburgers. "The perishable nature of meat products," he said, "dictates constant concern to such factors as age of product, holding temperatures and systematic policy in inventory control and rotation." He

continued, "Refrigeration should always be kept at 36-40°. Too often, walk in boxes and freezer doors are left open and are frequently opened and closed. Therefore, when it happens to be hot and humid the temperature will change and cause inadequate refrigeration. A thermometer should be placed just inside the door and the temperature should be checked often. Hamburger patties are extremely perishable and should be kept frozen if at all possible."

He further cautioned about some of the do's and don'ts on the preparation of hot dogs and hamburgers: "Most concession operators use a hamburger patty, six or eight to the pound. In cooking this patty, the grill should be kept at 350°. If the grill is extremely hot the patty will be cooked very rapidly and the fat content which is normally 10% is cooked away very rapidly, consequently leaving a dried up shrivelled patty. The best way to serve a hamburger is hot off the grill." Regarding hot dogs, he continued, "There are many ways to prepare a hot dog. Some concessions use roller grills, some use naughee huts, some use rotor grills, some steam wieners, boil wieners or bake them in ovens. When using a grill or rotisserie unit be careful not to overcook them." A good idea for a concession that sells steamed or boiled wieners . . . is to place them on a hot grill or frying pan to bring the color back, he said, as this will make it red and juicy and ready to serve. He said a new method which has been introduced in some of the major concessions in Ontario and Quebec is baking hot dogs in an oven. The cold wiener is placed in a bun and inserted into a foil bag then placed on a rack and baked at 550° for 8 to 10 minutes.

Winbaum said that in order to get quality meat under every circumstance for your menu, choose an "expert" as your meat supplier, but in doing so be sure to find out as much as you can about him—who his customers are; check his reputation in his community; visit his plant and learn about his physical facilities to determine whether it is clean and if he is using modern equipment.

W. B. Misener, Borden Company, in dealing with the subject of Ice Cream, which he said is still one of our most glamorous, and most popular and most liked food products urged concessionaires to revitalize ice cream sales, which he maintains is an easy product to handle.

## EQUIPMENT TRAILER IS WELL-RECEIVED

*Invites Patrons To See New Lamps In Theatre Booths*

**T**HEATRE patrons, managers and equipment dealers are reportedly enthusiastic about a novel 35mm "talking" trailer being produced by Strong Electric Corporation for use in theatres installing the new Futura projection arc lamps.

The trailer calls attention to the improvement in the brilliance of the projected picture, takes the patron into the projection room showing the installation, depicts by means of a split screen effect the extent of the increase in brilliance, and then extends an invitation by the management to the patron to see the lamps in actual operation in the booth.

Theatre men say that the trailer creates much good will among the patronage by extending the invitation to see the new lamps

and by emphasizing their efforts to keep equipment up to date for the better viewing and greater pleasure in film offerings. Patrons seem to gain appreciation of the theatre's efforts toward that end and more respect for the financial investment involved in upgrading. Equipment dealers say that availability of the trailer shows appreciation of the purchase and indicates the dealer's continuing interest in the theatre after the purchase. Theatre managers also see their dealer as being interested in helping "sell" the new equipment to his patrons and so increase box-office as to make the purchase even more profitable.

The trailer is available at no cost to all theatres installing Futura lamps from The Strong Electric Corporation, Toledo, Ohio.



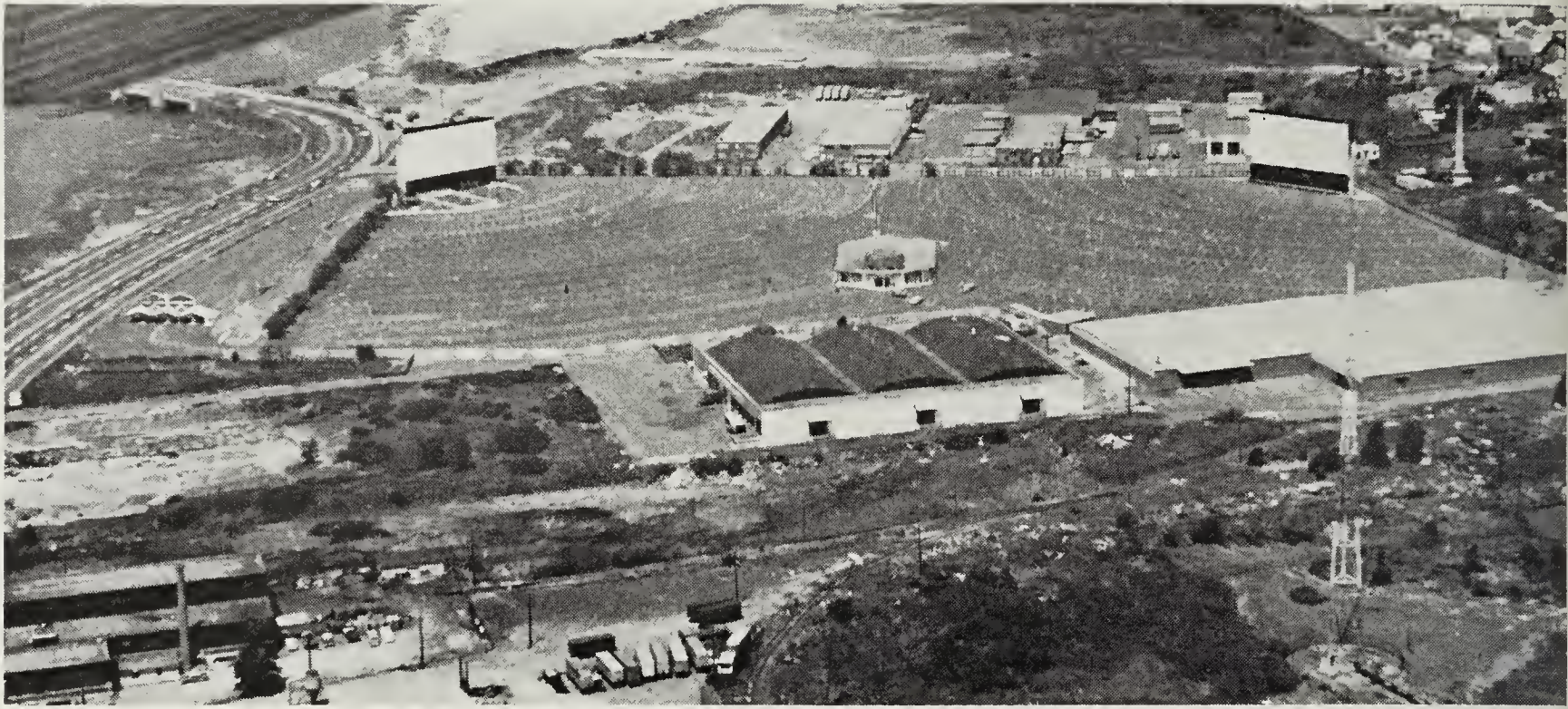
# RC<sup>®</sup> gives you 13 more servings per gallon!

RC costs less... earns you more! With Royal Crown Cola, your profits pile up two ways: (1) RC is the lowest priced nationally advertised brand, (2) you get 128 servings per gallon compared with 115 offered by our leading competitor. Two good reasons for you to join the many theater owners throughout America who are switching to RC quality... and to more profit!

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Columbus, Georgia



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*Aerial view of new Rifkin drive-in shows turret-like structures atop concessions building, which houses booth.*

■ Close collaboration between Rifkin Drive-In Theatres, owners of the new 1,600 car twin Meadow Glen, Medford, Mass., and the architect of the drive-in, Ira Rakatansky, is evident throughout this New England newcomer.

In addition to the distinction of being one of the handful of 70mm outdoor situations in the country, the new Meadow Glen can also boast of having the first installation of Eprad's highly touted electronic boxoffice security system, Car-Chek.

Advance planning, critical to efficient, profitable operation of a D-I the size of the Meadow Glen, can be seen by examination of the accompanying aerial views of the drive-in, taken by pilot-owner Julian Rifkin. Of interest is the overall layout, which resulted in literally no "dead space." The arc formed by the last of the Meadow's 15 ramps ends at the concessions building, as do those of the next three ramps. Ramp eleven, however, swings in front of the building and joins the rear ramps of the Glen.

Close control of admissions is maintained by the Car-Chek system. The Patron Pay Indicators, seen in the photo below, are mounted on stands in view of the Meadow Glen's patrons as they pass the cashier's booth, notifying the patron to pay only the amount shown on the illuminated

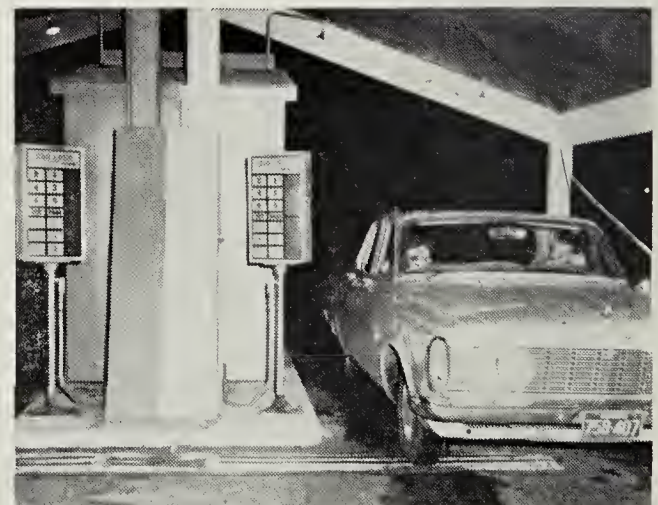
— Continued on Page PE-20

## new rifkin theatre reports on first car-chek installation

# THE MEADOW GLEN TWIN D-I



*Twin marquees, one for each theatre, are located atop boxoffice booths. Six lane set-up splits traffic into two channels, one for each of the twins.*



*Photo shows Patron Pay Indicator units of Car-Chek, indicating amount being charged per car, and treadles, which activate recorder.*

1927	1928
1929	1930
1931	1932
1933	1934
1935	1936
1937	1938
1939	1940
1941	1942
1943	1944
1945	1946
1947	1948
1949	1950
1951	1952
1953	1954
1955	1956
1957	1958
1959	1960
1961	1962
1963	1964

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## No Charge

You don't pay a penny for our most valuable asset, experience. This experience includes equipping and furnishing many thousands of theatres in every corner of the nation.

But all the experience in the world isn't much good if you don't make use of it. We have. You'll find it in every projector, every chair, every drive-in speaker, every square yard of carpeting we supply.


The fact that most of our present customers are

exhibitors whom we have served once or many times before . . . demonstrates how theatre owners depend on National as a reliable source of the industry's best products at competitive prices.

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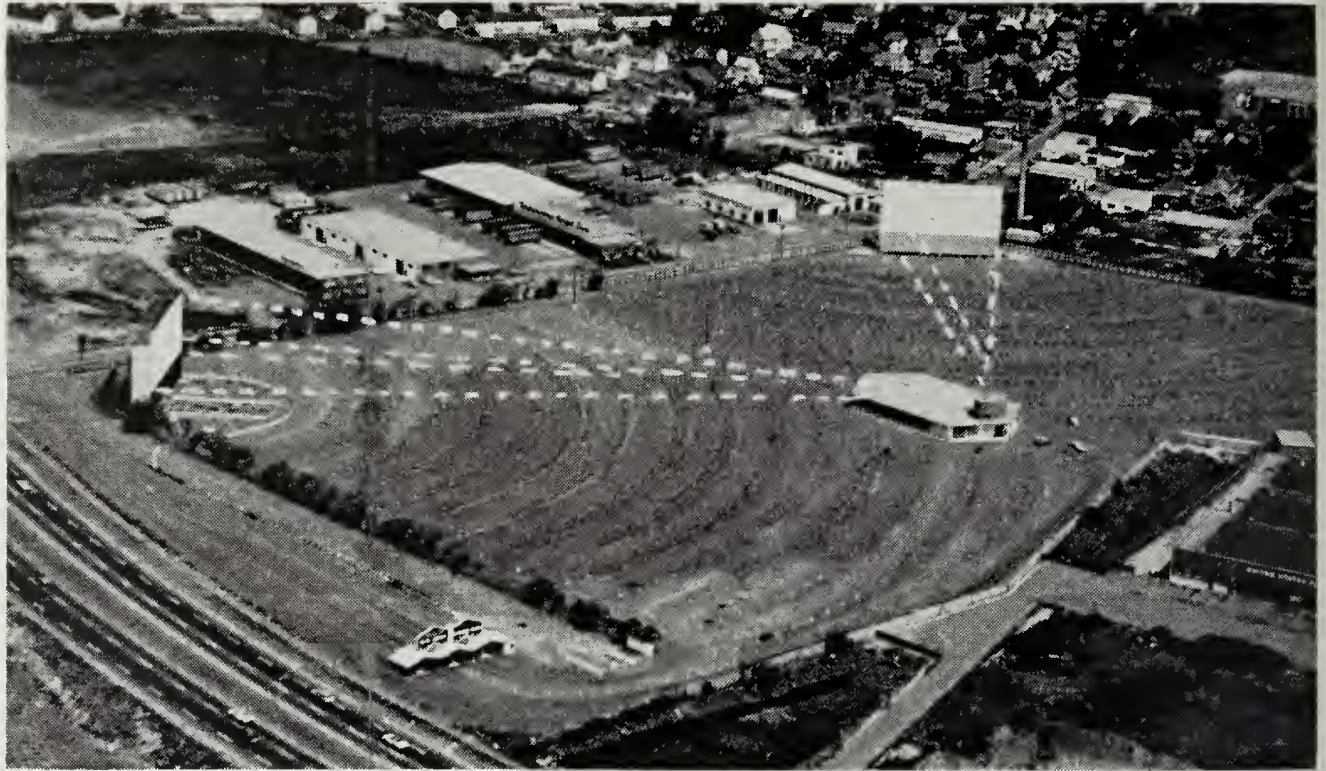
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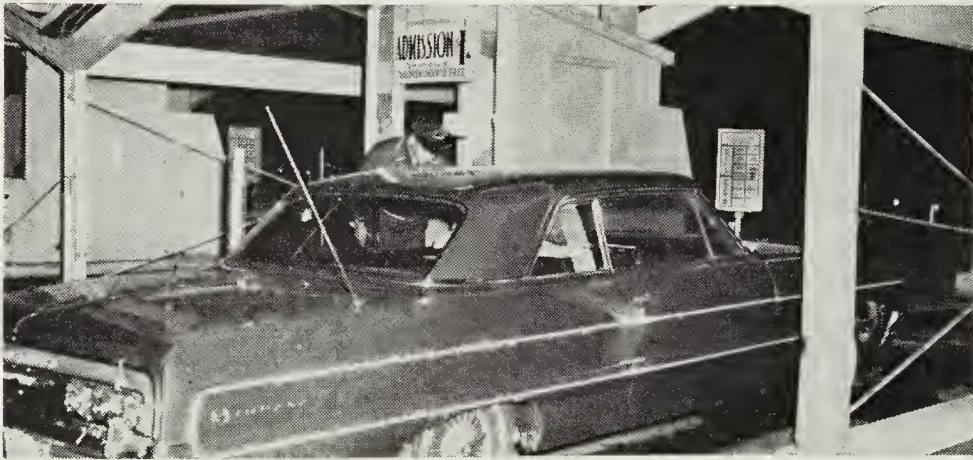
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# MEADOW GLEN TWIN D-I

Continued



Century 35/70mm projectors located in turret-like structure at rear of concessions building, throw to twin screens seen in photograph. Also visible is playground area at base of Meadow screen tower at left.



Meadow Glen attendant counts occupants of car, collects admission fee, and records transaction.

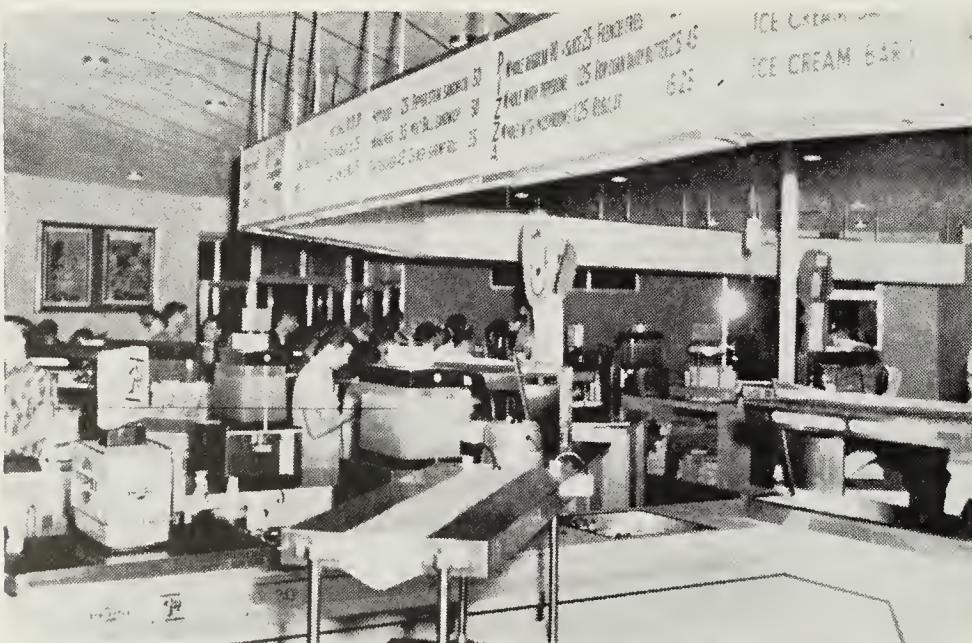


Car hop activates push button device, setting up Recorder Computer for each admission.

indicator. Two price classifications, passes, and "turnouts" can be registered. In case of a "turnout" or a car exiting via the boxoffice lanes, a red "Out" section is lit. Dual directional treadles activate a recorder mechanism, automatically registering all incoming vehicles. A cashier's push button device sets up the system's Recorder Computer, which stores information on admissions, number of passes, "turnouts," number of transactions, and number of cars passing through each lane. Rifkin says the system "is working beautifully and doing everything we hoped it would and more."

Patrons entering the twin theatre select a program before passing through the boxoffice, and are admitted to one of the theatres. Glen patrons are routed along the rear fence to the entrance at the rear of the concessions building, and Meadow patrons turn in at the row of trees, which mask off the drive-in from the highway.

A large playground is located at the base of the Meadow's screen tower. Century 35/70mm projectors were chosen for the twin, with Strong projection lamps. Junction boxes, speakers, and In-Car-Heaters, as well as the boxoffice security system, are by Eprad.



Circuit operated concession operation serves each of the two theatres. Lanes on both sides of the central station arrangement speed patrons through cafeteria.



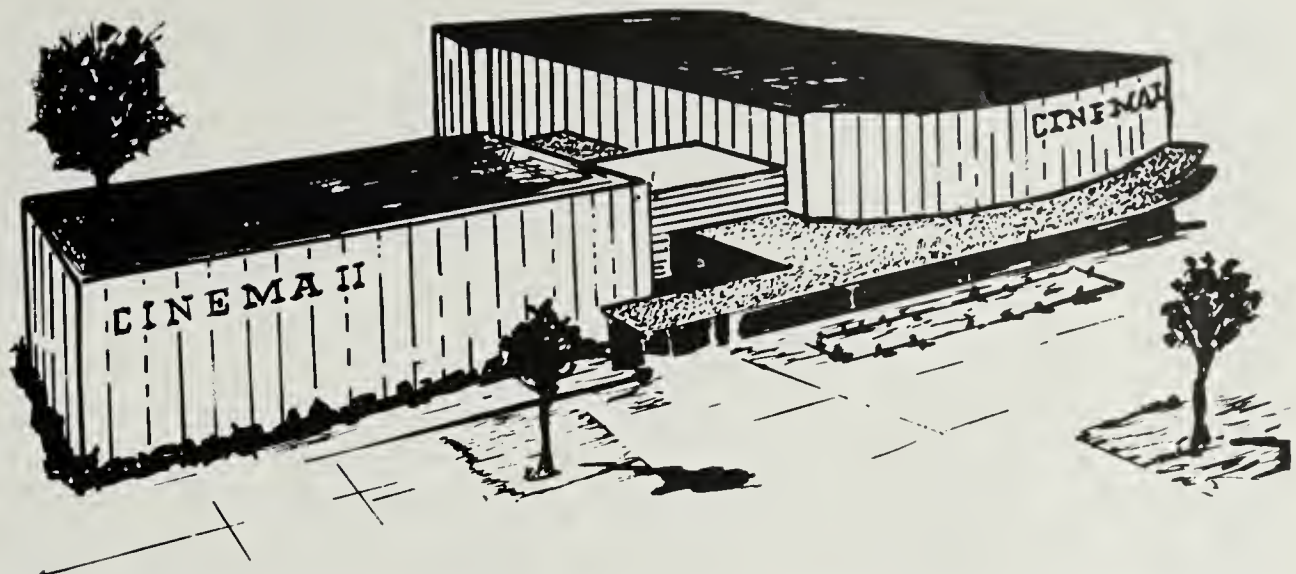
Patrons are moved by traffic controlling rails to double cashier unit. Concessions setup can be changed to close off lanes or use full facility when business is heavy.

# News

## Of new

## Theatre

## Construction



New auditorium added to General Cinema Corp.'s Cinema, Framington, Mass., raises seating capacity of shopping center theatre to 2,100, making the theatre the largest twin in the country. Design of the addition was by Wm. Riseman Associates, of Boston.

**N**EWEST LINK in General Cinema Corporation's chain, which anticipates the addition of 15 new theatres across the U. S. this year, is Cinema II, pictured above. Built as an addition to an existing theatre in Framington, Mass., the combined twin provides area residents with seating for 2,100, making the theatre the largest twin in the country.

The new auditorium was added to the already existing Cinema, built in 1951 by General in the Shoppers' World Center. The original structure was the first shopping center theatre to be opened by the chain. Through the years, said Richard A. Smith, president, General Cinema, its popularity has increased to such proportions that seating on weekends, particularly Saturday nights, had become "utterly inadequate." Opening bill for the twin was "Dr. Strangelove" at Cinema I, and "Paris When It Sizzles" at Cinema II. Firms participating in the construction and equipping of the new theatre included Allied States Corp.; Adler Silhouette Letter Co., Los Angeles; Antonucci Bros., Malden Mass.; Ginsberg Bros., Somerville, Mass.; Apex Beverage, Cambridge, Mass.; Pulsifier Kingston, Boston, Mass.; William Riseman Assoc., Boston, Mass.; and Concession Enterprises, also of Boston.

CONSTRUCTION WILL BEGIN shortly on what will be the first theatre in the Detroit Southgate section adjacent to a drive-in. The new theatre, also the first to be erected in the Downriver section in over twenty-two years, will be situated on an eight acre tract next to the Fort George Drive-In Theatre, owned and operated by Nicholas George Theatres, responsible for the new indoor yet to be named. Plans call for in-front parking for 800 cars, ramped drives to the entrance, equipment capable of handling the latest wide-screen processes, and closed circuit TV equipment. Nordstrom-Sampson Assoc., Dearborn, Mich., are architects for the new theatre. Last year George opened the plush Mai Kai, a single auditorium theatre with provisions for a second section, seating 1,200, to be added at a future date. In addition, George has announced plans to completely renovate his Circle Theatre, to be renamed the Camelot. The current season has already seen the opening of three new indoor theatres and the announcement of construction on another in Detroit.

JOHN G. BROUMAS, president, Broumas Theatres Incorporated, announced breaking of ground for a deluxe 900 seat theatre in the Ward Plaza Shopping Center, Winchester, Va.,

first new theatre to be built in the Winchester area in approximately 30 years. The theatre will be equipped with the newest in sound and projection, with seating arrangements and decor appropriate for the presentation of top quality motion pictures. A system for heating and cooling will develop an "All Climate Weather" control that will provide for the utmost in patronage comfort.

These modern innovations are in keeping with the last 20 theatres built within an 18-month period by Broumas in Maryland, Virginia, New York, Pennsylvania and Ohio.

The theatre, named the Plaza, is scheduled to open the early part of October of this year. Under the direct supervision of Broumas, the theatre will be incorporated into the 50 theatres currently being operated or directed by the circuit.

GROUND-BREAKING CEREMONIES marked the start of construction of The Oak Brook first new Balaban & Katz theater in the Chicagoland area since 1937. It is being erected on a site adjoining the Oakbrook Shopping Center, Oak Brook, Illinois. Completion of the 1200-seat theater is expected to

be achieved by mid-October. Participating in the ceremonies were Oak Brook Mayor Ted A. Mohlman, David B. Wallerstein, president of Balaban & Katz, Richard M. Bennett of Loebel, Schlossman & Bennett, architects. Douglas Kramer, vice president of Draper and Kramer, Inc., agents, and Miss Helen De Witt, executive secretary of the Oak Brook merchants association. Also on hand were Norman Cohn, president, and Bernard Blake, vice president of the Inland Construction Company of Morton Grove, project contractor.

The design and decor of the new theater will conform generally to that of the shopping center it adjoins. It will be equipped for wide-screen projection, adaptable to Cinerama presentations, and will use transistorized, magnetic, stereophonic sound. Seating will be of a luxuriously comfortable new type, featuring wide space between rows. Patrons will be able to enter, be seated and leave with maximum ease. Parking facilities will be adequate for peak attendance, and a sheltered driveway to the entrance will protect patrons from inclement weather.

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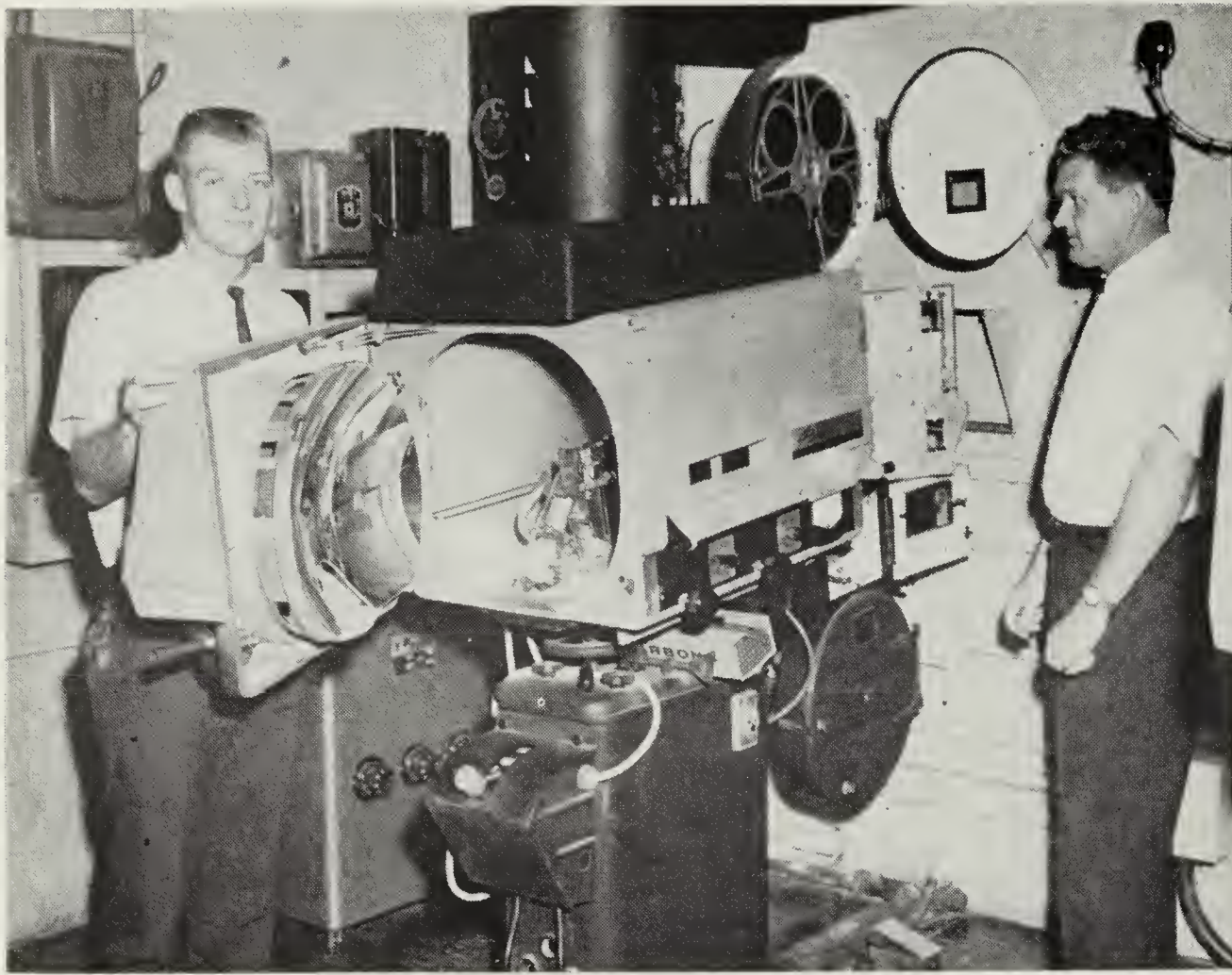
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## Georgia D-I Finds New Lamps Good Investment

MACON, GA.—The 41 Drive-In, a Georgia Theatre Circuit operation located here, said that tests run on its new projection arc lamp equipment indicate that modernization has greatly improved picture quality at the theatre.

Comparative tests and screen readings verified by unbiased persons before and after the recent installation of new projection lamps, Futura I models manufactured by the Strong Electric Corp., disclosed that for an increase in operating costs of only one cent per hour, the brilliance of their projected picture could be brought up to, and even exceed recommended screen brightness levels for the drive-in.

Burning 11mm carbons at 97 amperes, the new Futura lamps projected five foot lamberts of light at screen center and registered four foot lamberts at the sides, as compared with two and-a-half foot lamberts center and one and-one-half lamberts side projected by the former coaxial trim lamps burning 9mm copper coated carbons at 85 amperes, the theatre reported.

Operating costs for the new projection lamps were computed at 36 cents per hour, as compared to 35 cents per hour for the equipment replaced by the Futuras.

The Georgia Theatre D-I is managed by Larry Collins. Andrew Nobler, Jr., is projectionist.

## Kneisley Unveils Twin Silicon Rectifier

TOLEDO—The Kneisley Electric Co. announced here a new, continuous duty 115RTK2 TWIN Silicon Rectifier—two completely independent power sources compactly housed in one case—designed for deluxe theatres where interruptions cannot be tolerated. Transformers consist of two sets of primaries and two sets of secondaries. Either rectifier will operate either lamp—and both lamps at Changeover, should emergency arise.

Two 480 ampere (R-1325) Silicon Stacks, four times the required current rating, assure unlimited stack life. Arc striking current minimizers are not required to protect the heavy duty diodes, but are incorporated in the rectifier to prevent sooting and pitting of expensive reflectors and damage to carbon craters.

Minimizer shunting switches are built in to remove a minimizer from the circuit should

an emergency arise. Three pole relays are also incorporated.

Two eight position fine current adjustment switches are conveniently installed on the front panel, so that each lamp can be adjusted individually. Full wide range adjustment is obtained on a terminal board behind a hinged door in the front panel. A.C. voltage taps, 190/210/230/250, are located on internal terminal board.

Heavy transformers double-impregnated in special coil varnish, baked 16 hours, operate at minimum temperatures. A quiet fan, lubricated and sealed for life, draws cool air through top, over the stacks and transformers, exhausting out the base.

Kneisley states the new rectifier is unmatched in quality, and price. Additional information can be secured by writing the Kneisley Electric Company, P. O. Box 1506, Toledo, Ohio 43603.

## Gift Curtain In Music Hall

NEW YORK—The largest silk stage curtain in the world is on display at Radio City Music Hall. The Japanese curtain, named "The Cherry Blossom Doncho," is a gift of the people of Tokyo to the people of New York City under their Sister-City Affiliation and has been entrusted to the custody of the Music Hall by Mayor Robert F. Wagner.

Weighing nearly two tons and measuring 85 feet in width by 45 feet in height, the "Doncho" was woven completely by hand in 23-karat gold and silk brocade by the Nishijin silk weavers of Kyoto, who, working in relays, took more than nine months to finish it. Its design, a single cherry tree in full bloom against a gold background, is the work of one of Japan's leading artists. Shosaku Teraishi.

The curtain is displayed on stage during the overture to a new stage spectacle, an arrangement from Puccini's "Madame Butterfly." Following the overture, the stage show, produced by Russell Markert, and featuring the Music Hall Rockettes and Ballet Company, and special guest artists, is presented. The show, highlighted by a spectacular "Serenade to the Stars" scene with a cast of over 100 performers, is accompanied by the new film attraction, "The Chalk Garden," a drama starring Deborah Kerr, Hayley Mills, and John Mills.

## NCR Sales Gain

NEW YORK—Sales of the National Cash Register Co. in 1963 set a new high for the ninth consecutive year, Robert S. Oelman, chairman and president, announced following a meeting of the NCR board of directors.

Revenue from sales, services and equipment rentals totaled \$592,580,000 for the year, according to preliminary figures, compared with \$564,021,000 in 1962, or an increase of five per cent.

Reported net income for 1963 after taxes was \$20,082,000, compared with \$20,645,000 in 1962, or a decrease of three per cent. On a per-share basis, earnings were \$2.42 on each of the 8,299,607 shares outstanding at year's end, compared with \$2.49 on 8,298,707 shares in 1962.

Research and development expenditures reached a new high of \$20,027,000 in 1963, Oelman said. Concurrently, the Company invested record sums for additional training of sales and service personnel and for other marketing support activities. Earnings were also affected by the fact that during 1963 the company installed its greatest volume of electronic data processing equipment to date. By the end of 1963 more than 700 NCR computer systems were in use, which was double the number of such installations a year earlier.

## Altec Makes Appointments

NEW YORK—The Altec Service Corp., here has, according to R. E. Pierce, operating manager, made the following appointments: Fred Hall, raised to the position of division manager, Altec Northeastern division, with Jack Gnrrep named as Hall's assistant. This division, said Pierce, covers the greater New York area, part of N. Y. State, and all of the New England states.

Jim Eves has also been elevated to the post of division manager, Eastern. This division services part of New York State, New Jersey, Pennsylvania, Maryland, the District of Columbia, and Virginia.

## Wilschke New Eprad VP

TOLEDO, OHIO—Elmer O. Wilschke, who joined Eprad, Inc., Sept., 1963, has been elected vice president of the electronics manufacturing firm, according to Al Boudouris, president of Eprad, Inc.



In addition to his duties as vice president, Wilschke will continue in his capacity as general manager.

Boudouris credited Wilschke as playing a significant role in the development of Eprad's Car-Chek Electronic Boxoffice Cash Control System for use by the Theatre Industry.

Wilschke, one of the original E.R.P.I. engineers, served in various capacities in this country and abroad until the formation of Altec Service Corp., at which time he was Eastern division manager. During the War, he was plant manager of Altec-Lansing company and after the War served as general operating manager for Altec Service Co.

He has been credited with the development and many of the improvements in the sound equipment and servicing field.

Before joining Eprad, Wilschke spent the last 1½ years touring the United States, Canada, South and Latin America inspecting theatres to insure satisfactory presentation of Twentieth-Century-Fox's "Cleopatra" and Metro-Goldwyn-Mayer's "Mutiny On The Bounty."

Previously, he was associated with MGM first as executive vice president of their subsidiaries, Perspective Sound and Fine Sound, Inc., and later as executive producer of TV commercials and industrial films for MGM TV.

## Cooper Sells Omaha House

OMAHA—The Military Theatre in Omaha has been sold by the Cooper Foundation, it was announced by Jack Thompson, president.

The purchaser was North Star Theatre, Inc., who have stated that they will operate the theatre, located at 2216 Military Ave., as a subsequent run house.

It was acquired by the Foundation in 1958 as a part of the Goldberg theatre properties.

Thompson announced at the same time that the Cooper, Oklahoma City, has been leased until June, 1975 to Dr. and Mrs. L. A. Newcomb and their son, L. W. Newcomb, presently operating the Lakeside, also in Oklahoma City.

Thompson said that this meant the Cooper Foundation would no longer operate theatre properties in Oklahoma City, although it retains ownership of three theatres leased to Warner Bros.

He said that this transaction represented further steps in the Cooper Foundation's policy of concentrating theatres in large cities and metropolitan areas such as the Denver-Colorado Springs-Greeley area; the Lincoln-Omaha, Nebraska, area; and Minneapolis.

He also announced that sales had been closed recently on the transactions earlier announced by which the Cooper Theatre in Pueblo, Colorado, and the Cooper Theatre in Grand Junction, Colorado, were sold to Westland Theatres, Inc., and the Chief Theatre in Greeley, Colorado, had been sold to a local Greeley civic group and leased back to the Cooper Foundation.

## Amity, Westrex Sales Pact

NEW YORK — Amity International Distributors, Inc., Amityville, N. Y., has announced that it will distribute through the overseas branches of the Westrex Corp., and Westrex subsidiaries and dealers, the lines of theatre equipment formerly processed by Westrex.

The agreement between A.I.D. and the Westrex Div. of Litton Systems, Hollywood, Calif., provides for the transfer of export sales and order processing to A.I.D. to assure more rapid handling of equipment requirements placed with major suppliers located in the New York area.

A.I.D. is the world-wide distributor for Century projectors and all-transistor sound systems, and for Griggs Theatre seating.

## GPEC Up For First Quarter

TARRYTOWN, N. Y. — General Precision Equipment Corp., parent company of National Theatre Supply Co. and the Strong Electric Corp., announced here net income for the first quarter ended March 31 (after taxes) of \$1,092,646, compared with \$889,020 during the same period last year.

Income per share of common stock for the quarter was \$.60, compared with \$.48 for the corresponding period last year.

Quarterly dividends payable to stockholders on record on May 29 of \$30 per share of common stock, \$1.18 3/4 per share on cumulative preferred stock, and \$.40 per share on cumulative preference stock, were also announced.

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# New York Filmmen Ready For SMPTE Conference

NEW YORK—All arrangements chairmen for the 96th Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE) have been appointed by George W. Colburn, conference vice-presi-

dent. The semiannual conference will be held Sept. 27-Oct. 2, Commodore Hotel, New York.

General chairman is C. Russell Dupree of J. A. Maurer, Inc. Arthur J. Miller of Du Art Film Laboratories is vice-chairman. Committees for conference arrangements and the chairmen are:

Equipment Exhibit: Dominick J. Capano, S.O.S. Photo-Cine-Optics, Inc., assisted by Sheldon Kaplan, Hollywood Film Co.

Hotel Arrangements: Frank Bucci, Pathe Laboratories, Inc.; Luncheon: Herbert De Groot, National Broadcasting Co.; Hospitality: Calvin M. Hotchkiss, Eastman Kodak Co.; Publicity: Stan Appenzella, National Broadcasting Co.; Public Address and Recording: Robert Nothdurft, U. S. Army Pictorial Center; Membership: Donald H. Horton, Eastman Kodak Co.

Banquet and Entertainment: Saul Jeffee, MOVIELAB, Inc.; Registration: John E. Asher, LAB-TV.; Projection: Jack Haber, Mecca Film Laboratories.; Transportation: Harold J. Freedman, DeLuxe Laboratories.; Ladies Program: Robert Crane, Color Service Co.; Conference Motion Pictures: Charles Austin, Free Lance.

Program Chairman for the SMPTE conference is John J. Kowalak of Moviellab, Inc., New York.

Topic areas for technical papers to be presented during the week-long conference are new techniques for World's Fair projection; cinematography; motion pictures and television for education; special effects and optics; laboratory practices; medical motion pictures and television; instrumentation and high-speed photography; television engineering and production; 8mm and small-format films; space technology, and sound recording.

## R. C. Dividend Declared

COLUMBUS, GA.—In their regular quarterly meeting, Royal Crown Cola Co. directors declared a dividend of 30 cents per share of stock, bringing to 104 the number of consecutive quarterly dividends declared by the company. The dividend is payable July 1 to stockholders of record June 15.

W. H. Glenn, president, reported sales this year continue to show a substantial advance over the comparable period last year. He said April sales brought the company its 31st consecutive monthly gain, each of the four months this year establishing new monthly records.

The company president stated he is looking ahead to the balance of the year with optimism and complete confidence that sales will continue to reflect the strong position Royal Crown Cola Co. has established for its products in the domestic and world market. He said that in spite of substantial competitive activity, Diet-Rite Cola has maintained its leadership position in the national dietary soft drink beverage market, with sales advancing faster than anticipated.

## Cover Story

### Waikiki's First New House Since WW II Opening Soon

HONOLULU—The upswing of motion picture theatre construction nationally will be carried here when a new theatre, the first to be built in the Waikiki area since World War II opens this summer.

A joint announcement by William R. Forman and Herman Rosen revealed that the new 900-seat Royal Theatre, under construction on the corner of Kuhio and Kanekapolei Streets in Waikiki, will open shortly.

Set in a court of pools and gardens, the completely new house will embrace a unique structural conception (See cover photo). The modern auditorium will also accommodate all of the latest processes. Wimberly, Whiseand & Tong are architects for the new theatre, which has been set far back from the street to permit lavish landscaping.

The front of the fire-proof steel-framed structure will feature a colonnade of water fountains and stone sculpture. Planting baskets with exotic Hawaiian floral displays will create a hanging garden effect.

Edward M. Brownlee, local artist and sculptor, is acting as art coordinator for the project, and is creating carved wood panels in Hawaiian tapa and fern patterns for the lobby. A Court of Kings, with portraits of Hawaiian royalty surrounded by flowers and fountain, will be featured in the arcade.

The interior of the theatre will be decorated in soft shades of turquoise and gold, with carpeting and seats in matching shades. The walls will be draped in similar tones with a material that will assure perfect acoustics.

The Royal will have facilities for concerts, lectures, conventions, and other types of public functions and so it will have a carpeted podium in front of the stage, with lighting effects and a public address system.

The architects also have designed a series of small shops on the Kanekapole street side that will be incorporated in the theatre building at a later date.

The interior of the theatre and the engineering will be amongst the most technically advanced in the country. Among the first installations in the nation, the Century Model JJ Projectors are capable of projecting motion pictures of all sizes ranging from the standard 35mm to 70mm.

The optical system is by Kollmorgen. The multiple sound system, 6-track or the 4-track magnetic, and the single track optical are serviced through the recently developed Century solid state transistorized amplifier system. The Altec-Lansing speakers will feature both the stereophonic and monaural systems. The lenses were supplied by Panavision. The Technikote screen measures 28 feet high by 61 feet across.

A total investment exceeding \$700,000 will be involved, the company said, of which \$200,000 was set for equipment and furnishings.



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**UNBREAKABLE**  
**METAL**  
**REFLECTORS**

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Theatre Supply Dealer.*

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**FAMOUS NAMES**  
**IN THEATRE**  
**EQUIPMENT!**

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DETROIT—It was recently reported here that the Michigan State Fair Authority had taken the unprecedented step of inviting exhibition, on a country-wide basis, to make proposals for building a drive-in theatre on the State Fair Grounds.

Reaction to the unusual invitation was in question, with response to the proposal by outside interests and owners of local drive-ins in doubt.

It was reported that eight groups, both in the area and from out-of-town, have already expressed interest in bidding for the site.

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ISSUE OF JUNE 17, 1964

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**George Mayer Retires From Union Carbide After 35 Years**

George H. Mayer (L) is all smiles as he retires after 35 years with Union Carbide Corp.'s Carbon Products Division. For the past decade, he has been headquartered in Atlanta, responsible for the sale of arc carbons for motion picture projection throughout the southeastern United States. Active in the Atlanta Men's Garden Club, he was a driving force in the local beautification program that has led to the planting of countless trees and shrubs. Looking on is his wife, Becky, as he receives a retirement gift and good wishes from C. J. Chapman, vice president, marketing, for the Carbon Products Division, at a recent dinner of the Atlanta Cabana. Mayer is also an active member of the Variety Club.

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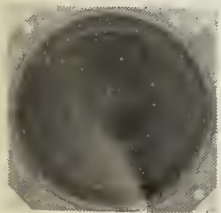
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# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JUNE 17, 1964

SECTION TWO  
VOL. 71, NO. 23

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
- 6309 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
- 6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
- NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
- 6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
- 6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
- 6401 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
- 6403 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
- THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
- 6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
- 6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

### COMING FEATURES IN ORDER OF RELEASE

- Feb. LIFE IN DANGER, A—Derrin Nesbitt, Julie Hopkins
- Mar. SECRET DOOR, THE—(C)—Robert Hutton, Sandra Dorne
- May NAKED KISS, THE—Constance Towers, Anthony Eisley

### COMING

- BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
- MASTER SPY—Steven Murray, June Thorburn—English
- NIGHT PROWLERS—Terence Longdon, Jennifer Jayne—English
- PARTY, THE—Carol Lynley
- TRAIN 349 FROM BERLIN—Jose Ferrer, Sean Flynn, Nicole Courcel

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
- 819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- 822 COMMANDO—MD-98m.—Stewart Granger, Dorlan Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the duallers
- ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Glanna Marla Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- 812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
- A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
- 813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
- 804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
- 823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- 809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
- 805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

### TO BE REVIEWED

- BIKINI BEACH—(PV; C)—Frankie Avalon, Annette Funicello, Martha Hyer
- CALIFORNIA—Jock Mahoney
- CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian-made
- DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
- FEAR—Boris Karloff
- GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
- ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
- LAST MAN ON EARTH—Vincent Price

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- Advance To The Rear . . . . . A2 MGM
- Adventures Of Scaramouche . . . . . Emb.
- Act One . . . . . A2 WB
- Adorable Julie . . . . . For.
- Affair At The Villa Fiorita, The . . . . . WB
- Agony And The Ecstasy, The . . . . . Fox
- All The Way Home . . . . . A2 Par.
- Alone Against Rome . . . . . For.
- America, America . . . . . A3 WB
- Americanization Of Emily, The . . . . . MGM
- Amok . . . . . Fox
- And Suddenly It's Murder . . . . . A2 For.
- Any Number Can Win . . . . . A2 MGM
- Apache Uprising . . . . . Fox
- Ape Woman, The . . . . . Emb.

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

B

- Aphrodite, Goddess Of Love .. Emb.
Auntie Mame—Re. .... A3 WB
Avenger, The ..... For.
Bandits Of Orgosolo ..... A2 For.
Bandits On The Wind ..... For.
Beach Party ..... A3 A-1
Bedtime Story ..... A3 UI
• Bear, The ..... A1 Emb
• Behold A Pale Horse ..... Col.
Beauty And The Body ..... Misc.
Becket ..... A3 Par.
Bell, Bare and Beautiful ..... Misc.
Best Man, The ..... A4 UA
• Blkinl Beach ..... A-1
Black Like Me ..... Misc.
Black Sabbath ..... A1
Block, The ..... Misc.
Blood Feast ..... Misc.
• Blood On The Arrow ..... AA
Brass Bottle, The ..... A1 U
Break, The ..... For.
Bridge On The River Kwai, The-RE ..... A1 Col.
• Bullet For A Badman ..... A2 U
Bunny Yeager's Nude Las Vegas ..... Misc.
• Bus Riley's Back In Town ..... U

C

- California ..... A3 A1
Captain Newman, M.D. .... A2 U
Captain Sinbad ..... A1 MGM
Cardinal, The ..... A3 Col.
Caretakers, The ..... A3 UA
Carpetbaggers, The ..... B Par.
Castilian, The ..... A2 WB
Ceremony, The ..... A3 UA
Chalk Garden, The ..... A2 U-1
Challenge To Love ..... For.
Charde ..... A2 U-1
• Cheyenne Autumn ..... WB
Children Of The Damned ..... A2 MGM
• Circus World ..... Par.
Cleopatra ..... B Fox
Clown And The Kid, The ..... A1 UA
• Collector, The ..... Col.
Comedy Of Terrors, The ..... B A1
Commando ..... A3 A-1
Condemned Of Altona, The ... A3 Fox
• Congo Vivo ..... Col.
• Conquered City ..... A1
Conjugal Bed, The ..... B EMB
• Contempt ..... Emb.
• Crack In The World ..... Par.
Crawling Hand, The ..... Misc.
Crimson Blade, The ..... A1 Col.
Cry Of Battle ..... B AA
Curse Of The Living Corpse, The B Fox

D

- Dark Purpose ..... A2 U
Day And The Hour, The ..... A2 MGM
• Day The Earth Froze ..... A-1
Dead Ringer ..... A3 WB
Dementia (Filmgroup) ..... B A-1
Devil Ship Pirates ..... A2 Col.
Die Fledermaus ..... For.
Disorder ..... For.
• Disorderly Orderly, The ..... Par.
Distant Trumpet, A ..... A2 WB
Douglas, The Fingerman ..... For.
Dream Maker, The ..... A-1 U
Dr. Crippen ..... A3 WB
Dr. Strangelove ..... A4 Col.
Doll, The ..... C For.
Donovan's Reef ..... A2 Par.
Don't Give Up The Ship—Re. ... A3 Par.
Don't Tempt The Devil ..... A3 For.
Duel Of Champions ..... For.
Duel Of The Titans ..... A2 Par.

E

- Easy Life, The ..... A4 Emb.
• East Of Sudan ..... Col.
8½ ..... A4 Emb.
• Emil And The Detectives ..... BV
Empty Canvas, The ..... C Emb.
Ensign Pulver ..... A2 WB
• Erasmus With Freckles ..... Fox
Erik, The Conqueror ..... A2 A-1
Evil Of Frankenstein, The ..... A2 U
Evil Eye ..... A-1
Eyes Of Annie Jones ..... A3 Fox

F

- Fali Safe ..... Col.
Fall Of The Roman Empire .... A1 Par.

OPERATION WAR HEAD—Sean Connery, Stanley Holloway
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele
SOME PEOPLE—(C)—Kenneth More
TIME TRAVELERS, THE—(C)—Preston Foster, Mary Anders
UNEARTHLY STRANGER, THE—John Neville
UNDER AGE—Anne MacAdams, Roland Royter

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

- FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation
MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry
144 SUMMER MAGIC—CD-108m.—(TC)—Hayley Mills, Burl Ives, Dorothy McGuire—5061 (6-26-63)—Another Disney family entertainment
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England
TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

TO BE REVIEWED

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

- BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts
CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair Import—English-made
DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made
DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth
721 FURY OF THE PAGANS—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy
HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France
003 JUST FOR FUN—MU-72m.—Mark Wynter, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English
714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential
LONG SHIPS, THE—MD-125m.—(TR; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64)—Lavish and spectacular period adventure tale—European made
L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery matter—English made
NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience
OLD DARK HOUSE, THE—CMD-86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made
PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal
QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Merry Anders—5153 (4-15-64)—Okay western
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England
STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64) Grisly, but exploitable, horror shocker
SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made
006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work
001 13 FRIGHTENED GIRLS—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy
VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn
COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp
CONGO VIVO—Jean Sebastian, Bachir Toure
EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English
FAIL SAFE—Henry Fonda, Dan O'Herlihy
FINEST HOURS, THE—Documentary On Sir Winston Churchill—English-made
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer
GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider
HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermlone Gingold
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens
LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian
MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris
MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart
PLAYBOY—(C)—Tony Curtis
PLAY IT COOLER—Anthony Newly, Anne Aubrey
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English
RIDE THE WILD SURF—(C)—Fabian, Tab Hunter
SENILITA—Anthony Franciosa, Claudia Cardinale
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field
THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack
TRAVELING LADY, THE—Steve McQueen, Lee Remick
WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes

EMBASSY

8½—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles
CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles

**EASY LIFE, THE**—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Speak—5153 (4-15-64)—Fair import for adults—Italian-made; English dialogue  
**FURY AT SMUGGLERS BAY**—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
**WOMEN OF THE WORLD**—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration  
**YESTERDAY, TODAY AND TOMORROW**—COMP-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles  
**ZULU**—D-138m.—(TR; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed In Africa

**COMING**

**ADVENTURE OF SCARAMOUCHE**—(C)—Gerard Barray—French-made  
**APE WOMAN, THE**—Ugo Tognazzi, Annie Girardot—Italian  
**BEAR, THE**—Renato Rascal, Francis Blanche  
**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**CONTEMPT**—(WS; C)—Brigitte Bardot, Jack Palace—French  
**HOUSE IS NOT A HOME, A**—Shelley Winters, Ralph Taeger, Robert Taylor  
**PASSIONATE THIEF, THE**—Anna Magnani  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**LOVE MAKERS, THE**—Claudia Cardinale, Jean-Paul Belmondo  
**THREE PENNY OPERA**—Curt Jurgens, June Ritchie  
**GHOST AT NOON**—(C)—Brigitte Bardot, Jack Palace  
**ONLY ONE NEW YORK**—Documentary

**MGM**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

**ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
**421 ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles  
**326 CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad  
**CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
**DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
**FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles  
**FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade  
**GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English  
**GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lilo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
**GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for undemanding and kids—Italian-made; dubbed in English  
**GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English  
**401 HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
**HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce  
**HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
**406 HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze  
**KISSIN' COUSINS**—CMU-96m.—(MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
**MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
**403 MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English  
**355 MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
**NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made  
**PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden  
**RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa  
**SEVEN FACES OF DR. LAO**—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
**SQUARE OF VIOLENCE**—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
**SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes  
**TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
**333 TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad  
**334 TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gic Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy aimed at family audiences  
**409 TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults  
**TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Braly—5142 (3-4-64)—Interesting import—French-made; English titles  
**UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment  
**402 V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made  
**VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set  
**404 WHEELER DEALERS, THE**—C-106m.—(PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce

**COMING FEATURES IN ORDER OF RELEASE**

**VICE AND VIRTUE**—Catherine Daneyve, Annie Girardot, Robert Hasseln  
**TIKO AND THE SHARK**—(WS; C)—Tahitian Cast  
**MGM'S BIG PARADE OF COMEDY**—Compilation  
**NIGHT OF THE IGUANA**—Richard Burton, Ava Gardner, Deborah Kerr  
**LOOKING FOR LOVE**—(MC)—Connie Francis, Jim Hutton

**COMING**

**AMERICANIZATION OF EMILY, THE**—James Garner, Julie Andrews, Melvyn Douglas  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**JOY IN THE MORNING**—(PV; MC)—Richard Chamberlain, Yvette Mimeo  
**LOVE CAGE**—Jane Fonda, Alan Delon  
**MURDER AHOY**—Margaret Rutherford, Lionel Jeffries—English-made  
**MURDER MOST FOUL**—Margaret Rutherford, Terry Scott  
**OF HUMAN BONDAGE**—Kim Novak, Laurence Harvey  
**OUTRAGE, THE**—(PV)—Paul Newman, Claire Bloom, Laurence Harvey  
**POSTMAN'S KNOCK**—Spike Milligan, Barbara Shelley  
**QUICK, BEFORE IT SELTS**—(PV; MC)—Robert Morse, Anjanette Comer  
**ROUNDERS, THE**—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon  
**SANDOKAN, THE GREAT**—(WS; TC)—Steve Reeves  
**SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman  
**SMOG**—(WS)—Annie Girardot, Renato Salvatore

Family Diary ..... A2 MGM  
 Fantasia—Re. .... A2 BV  
 Farewell To Arms, A—Re. .... B Fox  
 • Fargo ..... U  
 • Fate Is The Hunter ..... Fox  
 • Father Goose ..... U  
 FBI Code 98 ..... A1 WB  
 • Fear ..... A-1  
 Fiances, The ..... A2 For.  
 • Finest Hours, The ..... Col.  
 Fire Within, The ..... For.  
 • First Men In The Moon ..... Col.  
 Flight From Ashiya ..... A3 UA  
 Flipper's New Adventure ..... A1 MGM  
 • Fluffy ..... U  
 For Love Or Money ..... B U-I  
 For Those Who Think Young ... A3 UA  
 Four For Texas ..... B WB  
 From Russia, With Love ..... B UA  
 Fun In Acapulco ..... A3 Par.  
 Fury at Smuggler's Bay ..... A2 Emb  
 Fury Of The Pagans ..... A2 Col.

**G**

• Ghost At Noon ..... Emb.  
 Giant Monster, The ..... For.  
 Gidget Goes To Rome ..... A1 Col.  
 • Girl With Green Eyes ..... UA  
 Given Word, The ..... For.  
 Glass Cage, The ..... Misc.  
 Gladiators Seven ..... A-1 MGM  
 Global Affair, A ..... A3 MGM  
 Gold For The Caesars ..... A2 MGM  
 Golden Arrow, The ..... A1 MGM  
 • Goldfinger ..... UA  
 Goliath And The Vampires .... A2 A-1  
 Gone Are The Days ..... A2 Misc.  
 • Goodbye Charlie ..... Fox  
 • Good Neighbor Sam ..... Col.  
 Grand Olympics, The ..... For.  
 • Graveside Story, The ..... A-1  
 • Great Race, The ..... WB  
 • Greatest Story Ever Told, The .. UA  
 Guest, The ..... A3 For  
 Gunfight At Comanche Creek .. A3 AA  
 • Gunfighter At Casa Grande .... MGM  
 Gun Hawk, The ..... B AA  
 • Guns At Batasi ..... Fox

**H**

Harbor Lights ..... A2 Fox  
 • Hard Day's Night, A ..... UA  
 • Harvey Middleman, Fireman .. Col.  
 Haunted Palace ..... A2 A-1  
 Haunting, The ..... A2 MGM  
 He Rides Tall ..... B U  
 • Hercules, Samson And Ulysses .. MGM  
 Hey There, It's Yogi Bear ..... A1 Col.  
 Hidden Room Of 1,000  
 Horrors, The ..... For.  
 Hide And Seek ..... A2 U  
 High And Low ..... For.  
 Hootenanny Hotel ..... MGM  
 Hootenanny Hoot ..... A2 MGM  
 • Horror Of It All, The ..... Fox  
 Horror Of Party Beach, The .... B Fox  
 • House Is Not A Home, A ..... Emb.  
 • How To Murder Your Wife ..... UA  
 How The West Was Won ..... A1 MGM  
 • Hush, Hush, Sweet Charlotte .. Fox

**I**

• I'D Rather Be Rich ..... U  
 • I Love, You Love ..... C Col.  
 • I'll Take Sweden ..... UA  
 Incredible Journey, The ..... A1 BV  
 • In Harm's Way ..... Par.  
 In The French Style ..... A3 Col.  
 Incredible Mr. Limpet, The .... A1 WB  
 Intimate Diary Of Artists'  
 Models ..... Misc.  
 • Invitation To A Gunfighter ... UA  
 Island Of The Blue Dolphins ... A1 U  
 • It's Alive ..... AI  
 It's A Mad, Mad, Mad, Mad  
 World ..... A1 UA

**J**

• John Goldfarb, Please Come  
 Home ..... Fox  
 Johnny Cool ..... B UA  
 • Joy In The Morning ..... MGM  
 Just For Fun ..... A2 Col.

**K**

- Killers, The ..... A3 U
- Kings Of The Sun ..... A2 UA
- Kiss Me, Stupid ..... UA
- Kiss Of The Vampire ..... A2 U
- Kisses For My President ..... A3 WB
- Kissin' Cousins ..... B MGM
- Klitten With A Whip ..... U

**L**

- L Shaped Room ..... A4 Col.
- La Bonne Soupe ..... C For.
- Ladybug, Ladybug ..... A2 UA
- Lady In A Cage ..... B Par.
- Lassie's Great Adventure ..... A1 Fox
- Last Man on Earth ..... A2 A-I
- Lawrence Of Arabia ..... A2 Col.
- Law Of The Lawless ..... A1 Par.
- Leopard, The ..... A3 Fox
- Life In Danger, A ..... A2 AA
- Light Fantastic, The ..... B Emb.
- Lilies Of The Field, The ..... A1 UA
- Lillith ..... Col.
- Little Prince And The Eight-Headed Dragon, The ..... Col.
- Lively Set, The ..... U
- Long Ships, The ..... Col.
- Longest Day, The ..... A1 Fox
- Looking For Love ..... B MGM
- Lord Jim ..... Col.
- Lorria ..... Misc.
- Love Cage ..... MGM
- Love Has Many Faces ..... Col.
- Love Makers, The ..... Emb.
- Love On A Pillow ..... C For.
- Love With the Proper Stranger ..... A3 Col.

**M**

- Madmen Of Mandores ..... Misc.
- Mail Order Bride ..... A3 MGM
- Major Dundee ..... Col.
- Man From Galveston, The ..... A2 WB
- Man In The Middle ..... B Fox
- Maniac ..... A3 Col.
- Man's Favorite Sport? ..... A3 U-I
- Marnie ..... A3 U
- Mary Poppins ..... BV
- Mary, Mary ..... A2 WB
- Masque Of The Red Death ..... A1
- Master Spy ..... AA
- McHale's Navy ..... U
- MGM's Big Parade Of Comedy ..... A1 MGM
- McLintock ..... A1 UA
- Mickey One ..... Col.
- Misadventures of Merlin Jones ..... A1 BV
- Mister Moses ..... UA
- Mistress For The Summer, A ..... C For.
- Moon-Splinters, The ..... BV
- Move Over, Darling ..... A3 Fox
- Murder Ahoy ..... MGM
- Murder At The Gallop ..... A1 MGM
- Murder Most Foul ..... MGM
- Music Beach Party ..... A2 A-I
- Mutiny On The Bounty ..... A2 MGM
- My Fair Lady ..... WB
- My Son, The Hero ..... A1 UA

**N**

- Naked Kiss, The ..... A3 AA
- Never Put It In Writing ..... A1 AA
- New Interns, The ..... Col.
- New Kind Of Love, A ..... B Par.
- Night Must Fall ..... B MGM
- Night Of The Iguana ..... MGM
- Night Prowlers ..... AA
- Night Walker, The ..... U
- Night Watch, The ..... For.
- Nightmare ..... A2 U
- No, My Darling Daughter ..... A2 For.
- None But The Brave ..... WB

**O**

- Of Human Bondage ..... B MGM
- Of Love And Desire ..... B Fox
- Of Wayward Love ..... C For.
- Of Women And Pleasures ..... For.
- Old Dark House, The ..... A2 Col.
- One Man's Way ..... A1 UA
- One Way Pendulum ..... UA
- Only One New York ..... Emb.
- Operation War Head ..... A-I
- Organizer, The ..... A4 For.
- Orgy At Lil's Place, The ..... Misc.
- Out-Of-Towners, The ..... A3 WB
- Outrage, The ..... MGM

36 HOURS—(PV)—James Gardner, Eva Marie Saint  
 VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan  
 YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif  
 YOUNG LOVERS, THE—Peter Fonda, Sharon Huguely  
 YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons

**PARAMOUNT**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- 6307 ALL THE WAY HOME—D-103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
- 6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
- 6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
- 6220 DONOVAN'S REEF—CD-107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
- R6301 DON'T GIVE UP THE SHIP—C-89m.—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
- 6217 DUEL OF THE TITANS—MD-90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
- 6400 FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
- 6305 FUN IN ACAPULCO—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
- 6311 LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothorn—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
- 6316 LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
- 6312 LOVE WITH THE PROPER STRANGER—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
- 6304 NEW KIND OF LOVE, A—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
- 6318 PARIS PICK-UP—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
- 6314 PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
- 6320 RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
- 6323 ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantel, Adam West—5174 (6-10-64)—Good science fiction entry
- R6302 ROCK-A-BYE BABY—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
- 6313 SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
- 6317 SON OF CAPTAIN BLOOD—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
- 6324 STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
- R6308 TO CATCH A THIEF—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
- R6309 VERTIGO—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
- WALK A TIGHTROPE—MD-69m.—Lan Duryea, Patricia Owens—5170 (5-27-64)—Okay brief program meller—English-made
- 6310 WHO'S BEEN SLEEPING IN MY BED?—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
- 6306 WHO'S MINDING THE STORE?—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
- 6303 WIVES AND LOVERS—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-links

**COMING**

CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth  
 CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott  
 DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis  
 IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas  
 PATSY, THE—(TC)—Jerry Lewis, Ina Balin  
 ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck  
 WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis  
 YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

**20TH CENTURY-FOX**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
- 312 CONDEMNED OF ALTONA, THE—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
- CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helen Warren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
- EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
- 320 FAREWELL TO ARMS, A—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
- 317 HARBOR LIGHTS—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
- HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, The Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
- LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
- 311 LEOPARD, THE—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
- 318 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
- 401 MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, France Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
- 324 MOVE OVER DARLING—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
- 319 OF LOVE AND DESIRE—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
- 316 POLICE NURSE—MD-64m.—(CS)—Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
- SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
- SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzi Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
- SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
- 323 TAKE HER, SHE'S MINE—C-98m.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
- THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
- 326 THUNDER ISLAND—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
- WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley Maclaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
- YOUNG SWINGERS, THE—MU-71m.—Rod Lauren, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

**COMING**

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison  
 AMOK—Jock Mahoney, Margie Dean  
 APACHE UPRISING—(C)—Audie Murphy  
 ERASMUS WITH FRECKLES—James Stewart, Billy Mumy  
 FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette  
 GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone  
 GUNS AT BATASI—(CS; C)—Jack Hawkins, Flora Robson—English  
 HORROR OF IT ALL, THE—Pat Boone, Erica Rogers  
 HUSH, HUSH SWEET CHARLOTTE—(CS)—Joan Crawford, Bette Davis, Joseph Cotten  
 JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley Maclaine, Peter Ustinov  
 PLEASURE SEEKERS, THE—Carol Lynley, Ann-Margret, Tony Franciosa  
 RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone  
 THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(DC)—Stuart Whitman, Robert Morley, Fernandel  
 VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn  
 SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker  
 ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

# UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
- 6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergan, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
- 6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Dafeu-Hecht
- 6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch
- 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
- 6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus intermission—(Cinerama: ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
- 6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrslaw
- 6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
- 6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
- 6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitler, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
- 6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
- 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
- 6412 **633 SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Marla Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch
- 6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- 781 **TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
- 6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

## COMING FEATURES IN ORDER OF RELEASE

- July **SEVENTH DAWN, THE**—William Holden, Susannah York—Holdean
- July **SHOT IN THE DARK, A**—(PV; C)—Elke Sommer, Peter Sellers—Mirisch
- Aug. **HARD DAY'S NIGHT, A**—The Beatles—English-made

## COMING

- GIRL WITH GREEN EYES**—Peter Finch, Rita Tushingham—English-made
- GOLDFINGER**—(TC)—Sean Connery, Honor Blackman—Eon—English-made
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
- I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch
- MISTER MOSES**—(PV; C)—Robert Mitchum, Carroll Baker—Ross
- ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made
- SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
- SECRET INVASION, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- THOUSAND CLOWNS, A**—Jason Robards, Jr., Barbara Harris
- TOPKAPI**—Melina Mercouri, Peter Ustinov, Maximilian Schell—Filmways
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WOMAN OF STRAW**—(C)—Gina Lollobrigida, Sean Connery

# UNIVERSAL

## DISTRIBUTED DURING THE PAST 12 MONTHS

- BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment
- 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
- 6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
- 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
- 6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
- 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
- 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
- 6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
- 6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
- 6419 **ISLAND OF THE BLUE DOLPHINS**—D-99m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade
- KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story
- 6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6405 **MAN'S FAVORITE SPORT?**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
- MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama
- 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
- 6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
- YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
- 6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

## P

- Palm Springs Week-End ..... B WB
- Panic Button ..... A3 For.
- Paris Pick-Up ..... Par.
- Party, The ..... AA
- Paris When It Sizzles ..... A3 Par.
- Passionate Thief, The ..... A3 Emb.
- Patsy, The ..... Par.
- Pink Panther ..... A3 UA
- Playboy ..... Col.
- Play It Cool ..... A2 AA
- Play It Cooler ..... Col.
- Pleasure Seekers, The ..... Fox
- Point Of Order ..... A2 MGM
- Postman's Knock ..... MGM
- Prize, The ..... A3 MGM
- Psyche 59 ..... B Col.
- Psychomania ..... Misc.
- Pumpkin Eater, The ..... Col.
- Pyro ..... A3 A-I

## Q

- Quick, Before It Melts ..... MGM
- Quick Gun, The ..... A2 Col.

## R

- Raiders, The ..... A1 U
- Rampage ..... B WB
- Reach For Glory ..... Col.
- Red Lips ..... For.
- Rhino ..... A1 MGM
- Ride The Wild Surf ..... Col.
- Ring of Treason ..... Par.
- Rio Conchos ..... Fox
- Robin And The 7 Hoods ..... A2 WB
- Robinson Crusoe On Mars ..... A1 Par.
- Rock-A-Bye Baby—Re. .... A1 Par.
- Rounders, The ..... MGM
- Roustabout ..... Par.
- Running Man, The ..... A3 Col.

## S

- Sadist, The ..... Misc.
- Samson And The Slave Queen .. A1 A-I
- Sandokan, The Great ..... MGM
- Satan Bug, The ..... UA
- Secret Door, The ..... A2 AA
- Secret Invasion, The ..... UA
- Send Me No Flowers ..... U
- Senilita ..... Col.
- Servant, The ..... A4 For.
- Seven Days In May ..... A2 Par.
- Seven Faces Of Dr. Lao, The ... A1 MGM
- Seventh Dawn, The ..... B UA
- Seventh Juror, The ..... For.
- Sex And The Single Girl ..... WB
- Shock Corridor ..... B AA
- Shock Treatment ..... A2 Fox
- Shot In The Dark, A ..... UA
- Siege Of The Saxons ..... A1 Col.
- Signpost To Murder ..... MGM
- Silence, The ..... C For.
- Sin On The Beach ..... For.
- Sing And Swing ..... U
- 633 Squadron ..... UA
- Skydivers, The ..... Misc.
- Slime People, The ..... Misc.
- Smog ..... MGM
- Soldier In The Rain ..... B AA
- Some People ..... A-I
- Son Of Captain Blood, The .... A1 Par.
- Sound Of Music, The ..... Fox
- South Pacific—RE. .... A3 Fox
- Square Of Violence ..... A2 MGM
- Stage To Thunder Rock ..... A2 Par.
- Stark Fear ..... Misc.
- Stolen Hours ..... A2 UA
- Strait-jacket ..... A3 Col.
- Strange Bedfellows ..... U
- Strangler, The ..... B AA
- Summer Holiday ..... A1 A-I
- Summer Magic ..... A1 BV
- Summer Place—Re. .... B WB
- Sunday In New York ..... B MGM
- Surf Party ..... A2 Col.
- Swingin' Maiden, The ..... A1 Col.
- Sword In The Stone ..... A2 BV



T

• Taggart	U
Take Her, She's Mine	A3 Fox
Tamahine	A3 MGM
Tarzan's Three Challenges	A1 MGM
Terror, The	A2 A-I
That Man From Rio	For.
• These Are The Damned	Col.
Thin Red Line, The	A3 AA
Three Lives Of Thomasina, The	A1 BV
• Three Penny Opera	Emb.
Three Stooges Go Around The World In A Daze	A1 Col.
Thrd Of A Man	A2 UA
Third Secret, The	A3 Fox
13 Frightened Girls	A1 Col.
• 36 Hours	MGM
• Those Crazy Callows	
• Those Magnificent Men In Their Flying Machines	Fox
• Thousand Clowns, A	UA
• Three Stooges Meet The Gunslingers, The	Col.
Thunder Island	A2 Fox
Ticklish Affair, A	A1 MGM
Tiger Walks, A	A1 BV
• Tiko And The Shark	MGM
• Time Travelers, The	A-I
To Catch A Thief—Re.	A2 Par.
Tom Jones	A4 UA
Tomorrow At Ten	For.
• Topkapi	UA
Torpedo Bay	A3 AI
Touch Of Hell, A	For.
Toys In The Attic	A3 UA
• Train 349 From Berlin	A2 UA
• Train, The	UA
• Traveling Lady, The	Col.
• Truth About Spring, The	U
20,000 Leagues Under The Sea—Re.	A1 BV
Twice Told Tales	A2 UA
Twilight Of Honor	A3 MGM
• Two Are Guilty	A3 MGM

U

• Unearthly Stranger, The	A-I
• Under Age	AI
Under The Yum Yum Tree	A4 Col.
Unsinkable Molly Brown, The	A2 MGM

V

Vertigo—Re.	A2 Par.
• Vice And Virtue	MGM
Victors, The	A3 Col.
• Village Of Daughters	MGM
• Visit, The	Fox
Viva Las Vegas	B MGM
V.I.P.'s, The	A3 MGM

W

Wacky Playboy, The	Misc.
Walk A Tightrope	A2 Par.
Wall Of Noise	B WB
War Is Hell	A2 AA
• Watch It, Sailor	Col.
Weekend	C For.
What A Way To Go!	B Fox
Wheeler Dealers, The	A2 MGM
• Where Love Has Gone	Par.
White Slaves Of Chinatown	Misc.
Who's Been Sleeping In My Bed	B Par.
Who's Minding The Store?	A1 Par.
Wild And Wonderful	A1 U
Witch's Curse, The	For.
Wives And Lovers	B Par.
• Women Of Straw	A3 UA
Woman Of The World	C Emb.
• Woman Who Wouldn't Die, The	A3 WB
• World Of Henry Orient, The	A2 UA

X

X—The Man With The X-Ray Eyes	A2 A-I
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Y

Yank In Viet-nam, A	A1 AA
• Yellow Rolls Royce, The	MGM
Yesterday, Today And Tomorrow	B Emb.
• Young Girls Of Good Family	Emb.
• Youngblood Hawke	A3 WB
Young And Willing	A4 U
• Young Fury	Par.
Young Go Wild, The	For.
• Young Lovers, The	MGM
Young Racers, The	A2 A-I
Young Swingers, The	A1 Fox
• Your Cheatin' Heart	MGM

Z

• Zorba, The Greek	Fox
Zulu	A3 Emb.

COMING

ART OF LOVE, THE—(TC)—James Garner, Elke Sommer  
 BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee  
 BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks  
 FARGO—Michael Parks, Celia Kaye  
 FATHER GOOSE—(C)—Cary Grant, Leslie Caron  
 FLUFFY—(C)—Tony Randall, Shirley Jones  
 I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet, Andy Williams  
 LIVELY SET, THE—(C)—James Darren, Pamela Tiffin  
 KITTEN WITH A WHIP—Ann-Margret, John Forsythe  
 McHALE'S NAVY—(C)—Ernest Borgnine, Joe Flynn  
 NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson  
 SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day  
 SING AND SWING—David Hemmings, Joan Newell—English-made  
 STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida  
 TAGGART—(C)—Tony Young, Dan Duryea  
 TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 ACT ONE—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama  
 358 AMERICA AMERICA—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad  
 AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue  
 352 CASTILIAN, THE—D-103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain  
 357 DEAD RINGER—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama  
 DISTANT TRUMPET, A—W-117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus romance for ladies  
 361 DR. CRIPPEN—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair Import—English-made  
 366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy  
 FBI CODE—98—D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action  
 356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice action  
 359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film  
 360 MAN FROM GALVESTON, THE—W-57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler  
 354 MARY, MARY—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit  
 355 PALM SPRINGS WEEKEND—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others  
 353 RAMPAGE—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama  
 SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue  
 351 WALL OF NOISE—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

COMING FEATURES IN ORDER OF RELEASE

July ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby

COMING

AFFAIR AT THE VILLA FIORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara  
 CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen  
 MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
 NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker  
 OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page  
 SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda  
 WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made  
 YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV.-70m.—(C)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.  
 BELL, BARE AND BEAUTIFUL—NOV.-64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith  
 BLACK LIKE ME—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose—Continental  
 BLOCK, THE—MD-67m.—Lillian Relis, Norman Brooks—5155 (4-15-64)—Night Club story for duellers—Meyers-Benson  
 BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Conne Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars  
 BUNNY YEAGER'S NUDE LAS VEGAS—NOV.-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nudie novelty for fast buck spots—Cinema Syndicate  
 CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.  
 GLASS CAGE, THE—MD-84m.—Arlene Sax, Robert Kelljan—5134 (2-19-64) For the lower half—Futuramic  
 GONE ARE THE DAYS—CD-97m.—Ruby Dee, Ossle Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.  
 INTIMATE DIARY OF ARTISTS' MODELS—NOV.-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nudie novelty—Okay Beautiful  
 LORNA—D-77m.—Lorna Maitland, Mark Bradley—5178 (6-10-64)—Sexual treatise for exploitation spots only—Eve  
 MADMEN OF MANDORAS—MD-74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.  
 ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)—Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has possibilities for exploitation spots—Mishkin  
 POINT OF ORDER—DOC-97m.—Produced by Emile De Antonio and Daniel Talbot—5131 (2-5-64)—Documentary based on Army-McCarthy hearings has limited appeal—Continental  
 PSYCHOMANIA—MD-90m.—Lee Phillips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mystery effort—Victoria  
 SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.  
 SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duellers—Hansen Ent.  
 SKYDIVERS, THE—MD-75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duellers—Crown Int.  
 STARK FEAR—MD-86m.—Beverly Garland, Skip Homier—5134—(2-19-64)—Spotty effort on an ugly subject—Eills  
 WACKY PLAYBOY, THE—C-63m.—Tommy Raff—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic  
 WHITE SLAVES OF CHINATOWN—MD-70m.—Audrey Campbell—5171 (5-27-64)—Nudie with veneer of social commentary—American Film Dist.

DISTRIBUTED DURING THE PAST 12 MONTHS

- ADORABLE JULIA**—C-94m.—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films
- ALONE AGAINST ROME**—MD-100m.—(TC, Totalscope)—Jefferies Lang, Rosanna Podesta—5135 (2-19-64)—Elaborate Italian-made spectacle—Italian-made; English titles—Medallion
- AND SUDDENLY IT'S MURDER**—C-90m.—(CS)—Alberto Sordi, Dorian Gray, Vittorio Gassman—5135 (2-19-64)—Amusing import—Italian-made; English titles and dialogue—Royal Films Int.
- AVENGER, THE**—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English—Medallion
- BANDITS OF ORGOSOLO**—D-98m.—Michele Cossu, Peppedu Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountaintops—Italian-made; English titles—Pathe Contemporary
- BANDITS ON THE WIND**—MD-113m.—(Tohoscope)—Yosuke Natsuki—5135 (2-19-64)—Entertaining Japanese western—Japanese-made; English titles—Toho
- BREAK, THE**—D-80m.—William Lucas, Tony Britton, Eddle Byrne—5135 (2-19-64)—Fast moving import—English-made—Union
- CHALLENGE TO LIVE**—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho
- DIE FLIEDERMAUS**—MUC-107m.—(EC)—Peter Alexander, Marianne Cook—5138 (2-19-64)—Entertaining musical based on Johann Strauss operetta—German-made; English titles—Casino
- DISORDER**—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary
- DOLL, THE**—D-100m.—Per Oscarsson—5138 (2-19-64)—Off-beat art house entry—Swedish-made; English titles—Kanawha Films
- DON'T TEMPT THE DEVIL**—D-106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO
- DOULOS THE FINGER MAN**—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary
- DUEL OF CHAMPIONS**—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion
- FIANCES, THE**—D-84m.—Carlo Cibrini, Anna Canzi—5138 (2-19-64)—Fair import—Italian-made; English titles—Janus
- FIRE WITHIN, THE**—D-110m.—Maurice Ronet, Lena Skerla—5138 (2-19-64)—Fair import—French-made; English titles—Gibraltar
- GIANT MONSTER, THE**—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union
- GIVEN WORD, THE**—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed in Brazil; English titles—Lionex
- GRAND OLYMPICS, THE**—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times
- GUEST, THE**—D-105m.—Alan Bates, Donald Pleasance, Robert Shaw—5138 (2-19-64)—Interesting drama—English
- HIDDEN ROOM OF 1,000 HORRORS, THE**—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union
- HIGH AND LOW**—MD-142m.—Toshiro Mitune—5139 (2-19-64)—Highly interesting mystery melodrama—Japanese-made; English titles—Continental
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MISTRESS FOR THE SUMMER, A**—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films
- NIGHT WATCH, THE**—D-118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion
- NO, MY DARLING DAUGHTER**—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.
- OF WAYWARD LOVE**—COMP-91m.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary
- OF WOMEN AND PLEASURES**—COMP-116m.—(CS)—Michel Simon, Dany Savel, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed in English—Union
- ORGANIZER, THE**—D-126m.—Marcello Mastroianni, Renato Salvatori, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles—Continental
- PANIC BUTTON**—C-90m.—(Totalscope)—Maurice Chevalier, Jayne Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates
- RED LIPS**—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair Import—Italian-made; English titles or dubbed—Royal Films Int.
- SERVANT, THE**—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering is unpleasant but fascinating—Landau Company—English-made
- SEVENTH JUROR, THE**—D-90m.—Bernard Blier, Daniele Delorme—5139 (2-19-64)—Well-made murder drama—French-made; English titles—Trans-Lux
- SILENCE, THE**—D-95m.—Ingrid Thulin, Gunnel Lindholm—5139 (2-19-64)—Adult, off-beat Ingmar Bergman entry will cause talk—Swedish-made; English titles—Janus
- SIN ON THE BEACH**—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.
- THAT MAN FROM RIO**—C-114m.—(EC)—Jean-Paul Belmondo, Francoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert
- TOMORROW AT TEN**—D-80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor
- TOUCH OF HELL, A**—D-87m.—Anthony Quayle, Sarah Churchill—5143 (3-4-64)—Fair Import—English-made—Governor Films
- WEEKEND**—D-84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.
- WITCH'S CURSE, THE**—FAN-79m.—(C)—Kirk Morris—5139 (2-19-64)—Strictly for the duellers—Italian-made; dubbed in English—Medallion
- YOUNG GO WILD, THE**—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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# The Shorts Parade

1962-63 1963-64 Seasons

## Buena Vista

### WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

- 18201 Winter Storage
- 18202 Frank Buck Brings 'Em Back Alive
- 18203 Crazy With The Heat
- 18204 Lighthouse Keeping
- 18205 Pluto's Quin-Puplets
- 18206 Canine Patrol
- 18207 Plutopia
- 18208 Cold Turkey
- 18209 How To Fish
- 18210 Tennis Racquet
- 18211 Tomorrow We Diet
- 18212 Brave Engineer
- 19301 Little Whirlwind
- 19302 The Whalers
- 19303 First Aiders
- 19304 Army Mascot
- 19305 Goofy Gymnastics
- 19306 Home Made Home
- 19307 Foul Hunting
- 19308 Timber
- 19309 Truant Officer Donald
- 19310 Golden Eggs
- 19311 Test Pilot Donald
- 19312 Lambert, The Sheepish Lion

### SINGLE REEL CARTOONS (TECHNICOLOR)

- 101 How To Have An Accident At Work
- 123 The Litterbug
- 125 Aquamania

### TWO REEL CARTOON SPECIALS (TECHNICOLOR)

- 097 Goliath II
- 102 Noah's Ark
- 119 Saga Of Windwagon Smith
- 112 Donald and The Wheel
- 139 A Symposium On Popular Songs

### THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

- 079 Japan
- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

## Columbia

### COLOR FEATURETTES

- 7441 (Sept.) Wonderful Switzerland
- 7442 (Nov.) Travel Along With The Arkansas Traveler
- 7443 (Jan.) Eventful Britain
- 7444 (Mar.) Wonderful Africa
- 7445 (May) Wonderful New York
- 7446 (July) Wonderful Beaulieu

### LOOPY DE LOOP COLOR CARTOONS

- 7701 (Sept.) Slippery Slippers
- 7702 (Oct.) Chicken Fracas-See
- 7703 (Nov.) Rancid Ranson
- 7704 (Dec.) Bunnies Abundant
- 7705 (Feb.) Just A Wolfe At Heart
- 7706 (Mar.) Chicken-Hearted Wolf
- 7707 (Apr.) Watcha Watchin'
- 7708 (May) A Fallible Fable
- 7709 (June) Sheep Steelers Anonymous
- 7710 (July) Wolf In Sheep Dog's Clothing

### MR. MAGOO CARTOONS (REISSUES)

- 7751 (Sept.) Magoo's Cruise
- 7752 (Oct.) Magoo's Problem Child
- 7753 (Nov.) Love Comes To Magoo
- 7754 (Dec.) Meet Mother Magoo
- 7755 (Feb.) Gumshoe Magoo
- 7756 (Mar.) Magoo Goes Overboard
- 7757 (May) Bwana Magoo
- 7758 (July) Matador Magoo

### COLOR FAVORITE CARTOONS (REISSUES)

- 7601 (Sept.) Gerald McBoing Boing On Planet Moo
- 7602 (Sept.) Happy Tots
- 7603 (Oct.) Willie The Kid
- 7604 (Nov.) Little Rover
- 7605 (Nov.) Christopher Crumpet
- 7606 (Dec.) A Boy and His Dog
- 7607 (Jan.) Rooty Toot, Toot
- 7608 (Jan.) Snow Time
- 7609 (Feb.) Emperor's New Clothes
- 7610 (Mar.) Little Boy With A Big Horn
- 7611 (Mar.) The Foxy Pup
- 7612 (Apr.) Let's Go
- 7613 (May) Gerald McBoing Boing
- 7614 (June) Bon Bon Parade
- 7615 (July) Madeline

### CANDID MICROPHONE

- 7551 (Sept.) No. 1 Series 4
- 7552 (Nov.) No. 2 Series 4
- 7553 (Jan.) No. 3 Series 4
- 7554 (Mar.) No. 4 Series 4

### WORLD OF SPORTS

- 7801 (June) Hunting Unlimited (Color)
- 7802 (Aug.) Rassin Rampage

### TWO REELERS THE THREE STOOGES (REISSUES)

- 7401 (Sept.) Husbands Beware
- 7402 (Oct.) Creeps
- 7403 (Nov.) Flagpole Jitters

- 7404 (Jan.) For Crimin Out Loud
- 7405 (Feb.) Rumpus In The Harem
- 7406 (Apr.) Hot Stuff
- 7407 (May) Scheming Schemers
- 7408 (July) Commotion In The Ocean

### COMEDY FAVORITES (REISSUES)

- 7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
- 7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
- 7433 (Dec.) Training For Trouble (Schilling & Lane)
- 7434 (Jan.) He Popped His Pistol
- 7435 (Mar.) Wife Decoy
- 7436 (June) Pardon My Terror

### ASSORTED FAVORITES (REISSUES)

- 7421 (Sept.) Spies and Guys (Joe Besser)
- 7422 (Nov.) General Nuisance (Buster Keaton)
- 7423 (Dec.) Hook A Crook (Joe Besser)
- 7424 (Feb.) So's Your Antenna (Harry VonZell)
- 7425 (Apr.) She's Oil Mine (Buster Keaton)
- 7426 (May) Meet Mr. Mischief

### SERIALS (REISSUES)

- 7120 (Oct.) The Batman
- 7140 (Mar.) Roar Of The Iron Horse
- 7160 (July) Gunfighters Of The Northwest

## Metro-Goldwyn-Mayer

### TOM AND JERRY CARTOONS (METROCOLOR)

- W-361 (Sept.) Switchin' Kitten
- W-362 (Oct.) Down and Outing
- W-363 (Dec.) Greek To Me-ow
- W-364 (Jan.) High Steaks
- W-365 (Mar.) Mouse Into Space
- W-366 (Apr.) Landing Stripling
- W-367 (June) Calypso Cat

### NEW TOM AND JERRY CARTOONS (METROCOLOR)

- C-6431 Dickie Moe
- C-6432 Cartoon Kit
- C-6433 Tall In The Trap
- C-6434 Sorry Safari
- C-6435 Buddies Thicker Than Water
- C-6436 Carmen Get It

### GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

- W-6461 Puss Gets The Boot
- W-6462 Fraidy Cat
- W-6463 Dog Trouble
- W-6464 Bowling Alley Cat
- W-6465 Fine Feathered Friend
- W-6466 Sufferin' Cat
- W-6467 Lonesome Mouse
- W-6468 Mouse Comes To Dinner
- W-6469 Baby Puss
- W-6470 Zoot Cat
- W-6471 Million Dollar Cat
- W-6472 Puttin' On The Dog

## Paramount

### COLOR FEATURETTE

- AA22-1 Sportarama

### HIGH TOPPER

- T22-1 Thin Along
- T22-2 Isles Of The Sun
- T22-3 Melody For Machines
- T22-4 The World Starts Next Door
- T22-5 Beauties Of Scandinavia

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whlz Quiz Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Badtime Story
- M23-3 Pig's Feet
- M23-4 Sour Grips
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E-23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'ral
- C22-5 Keeping Up With Krazy
- C22-6 Mouse Blanche

### SPECIAL

- B23-1 Jamboree At Marathon

### SPORTS IN ACTION

- D23-1 Festival Of The Bulls
- D23-2 Sky Divers

## 20th Century-Fox

### MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

- 7313 (June) Pope John XXIII

### MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

- 7301 (Jan.) Two On A Pass
- 7302 (Feb.) Malne, U.S.A.
- 7303 (March) Sports, Wacky and Wet
- 7304 (April) Fairytale Land—Denmark
- 7305 (May) San Fan See
- 7306 (June) Rangers of Yellowstone

- 7307 (May) Bermuda Moods
- 7308 (July) Green Gold
- 7309 (Nov.) Atomic Lady
- 7310 (Dec.) Tasmania
- 7311 (Dec.) The Swedish Look
- 7312 ( ) Portugal

### TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

- 5301 (Jan.) Fight to the Finish
- 5302 (March) Astronaut
- 5303 (April) Missing Genie
- 5304 (April) Tea Party
- 5305 (June) Sidney's White Elephant
- 5306 (June) Trouble In Baghdad
- 5307 (July) A Bell For Philadelphia
- 5308 (Aug.) Driven To Extraction
- 5309 (Sept.) The Big Clean-Up
- 5310 (Nov.) Split-Level Treehouse

### TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

- 5321 (Jan.) Tea House Mouse
- 5322 (Feb.) To Be Or Not To Be
- 5323 (March) The Juggler of Our Lady
- 5324 (May) Pearl Crazy
- 5325 (July) Cherry Blossom Festival
- 5326 (Oct.) Spooky-Yak!

## Universal-International

### TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

- 4301 (Jan.) Land Of The Long White Cloud
- 4306 (Apr.) Four Hits And A Mister

### SPECIAL

- 4304 (Jan.) Football Highlights of 1962

### ONE REEL COLOR SPECIALS

- 4371 (Jan.) Steel Bands—Tropical Music (CS)
- 4372 (Feb.) A Picture For Jean
- 4373 (Mar.) A Bridge Named Emma (CS)
- 4374 (Apr.) End Of The Plains
- 4375 (May) Island Spectacular
- 4376 (June) The Unknown Giant
- 4377 (July) This Is The Place
- 4378 (Aug.) Land Of Homer

### WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTONES

- 4331 (Jan.) Woody Meets Davy Crewcut
- 4332 (Feb.) Box Car Bandit
- 4333 (Mar.) Unwearable Salesman
- 4334 (Apr.) International Woodpecker
- 4335 (May) To Catch A Woodpecker
- 4336 (June) Round Trip To Mars
- 4337 (July) Dopy Dick, The Pink Whale

### NEW WALTER LANTZ COLOR CARTONES

- 4311 (Jan.) Fish and Chips
- 4312 (Jan.) Greedy Gabby Gator (WW)
- 4313 (Feb.) Coming Out Party
- 4314 (Mar.) Case Of The Cold Storage Yegg
- 4315 (Mar.) Robin Hooddy Woody, (WW)
- 4316 (Apr.) Charlie's Mother-In-Law
- 4317 (May) Stowaway Woody (WW)
- 4318 (May) Hi-5eas Hi-Jacker
- 4319 (June) Shutter Bug (WW)
- 4320 (July) Salmon Loafer
- 4321 (July) Coy Decoy (WW)
- 4322 (Aug.) Goose In The Rough
- 4323 (Sept.) Tenant's Racket (WW)
- 4324 (Oct.) Pesky Pelican
- 4325 (Oct.) Short In The Saddle (WW)
- 4326 (Nov.) Goose Is Wild
- 4327 (Nov.) Teepee For Two (WW)
- 4328 (Dec.) Science Friction (WW)
- 4329 (Dec.) Calling Dr. Woodpecker (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 2701 (9-7-63) The Unmentionables
- 2702 (9-28-63) Aqua Duck
- 2703 (11-9-63) Claws Of The Lease
- 2704 (11-30-63) Transylvania 6-5000
- 2705 (12-28-63) To Beep Or Not To Beep
- 2706 (2-8-64) A Message To Gracias
- 2707 (2-29-64) Bartholomew Vs The Wheel
- 2708 (Mar.) Freudy Cat
- 2709 (Apr.) Nuts And Volts
- 2710 (May) The Iceman Ducketh
- 2711 (June) War and Pieces
- 2712 (June) Hawaiian Aye Aye

### BUGS BUNNY SPECIALS

- 2721 (10-19-63) Mad As A Mars Hare
- 2722 (1-18-64) Dumb Patrol
- 2723 (Mar.) Dr. Devil And Mr. Hare

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 2301 (9-14-63) Yankee Dood It
- 2302 (10-12-63) Gone Batty
- 2303 (11-16-63) From A To Z-Z-Z
- 2304 (12-21-63) Tweet Zoo
- 2305 (1-25-64) Weasel Stop
- 2306 (2-15-64) Tobasco Road
- 2307 (Mar.) Greedy For Tweety
- 2308 (Apr.) The High And The Flighty
- 2309 (May) Pests For Guests
- 2310 (June) Birds Anonymous

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR)

- 2001 (1-11-64) With Their Eyes On The Stars
- 2002 (5-23-64) Report From San Juan
- 2003 (5-30-64) Silver Lightning

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES)

- 2501 (9-21-63) A Wish And Ticino
- 2502 (10-26-63) Unfamiliar Sports
- 2503 (12-14-63) Cheyenne Days
- 2504 (2-1-64) Kingdom Of The Saguenay
- 2505 (Apr.) A Look At Log Island

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EXPERIENCED MANAGER WANTED. Minneapolis downtown theatre. Contact MR. KLIMAN, Berger Amusement Co., 317 Plymouth Bldg., Minneapolis, Minn. 55402. (63)

POSITION REQUIRED: Assistant manager, middle west, will relocate from Detroit. Currently employed, excellent references. RAMON A. LAESSER, 94 Highland, Highland Park 3, Mich. (63)

MANAGER, 20 years experience, indoor and outdoor, small and large towns, all phases, advertising and promotion. Prefer southern Indiana or Illinois. Excellent references. LARRY WATERS, 825 Shelby St., Vincennes, Ind. (63)

THEATRE MANAGER and business builder, elderly physically fit, highly recommended, NEEDS job. Anything considered, location no object. (Unforseen circumstances makes my job hunt a necessity, your consideration appreciated.) BOX A610, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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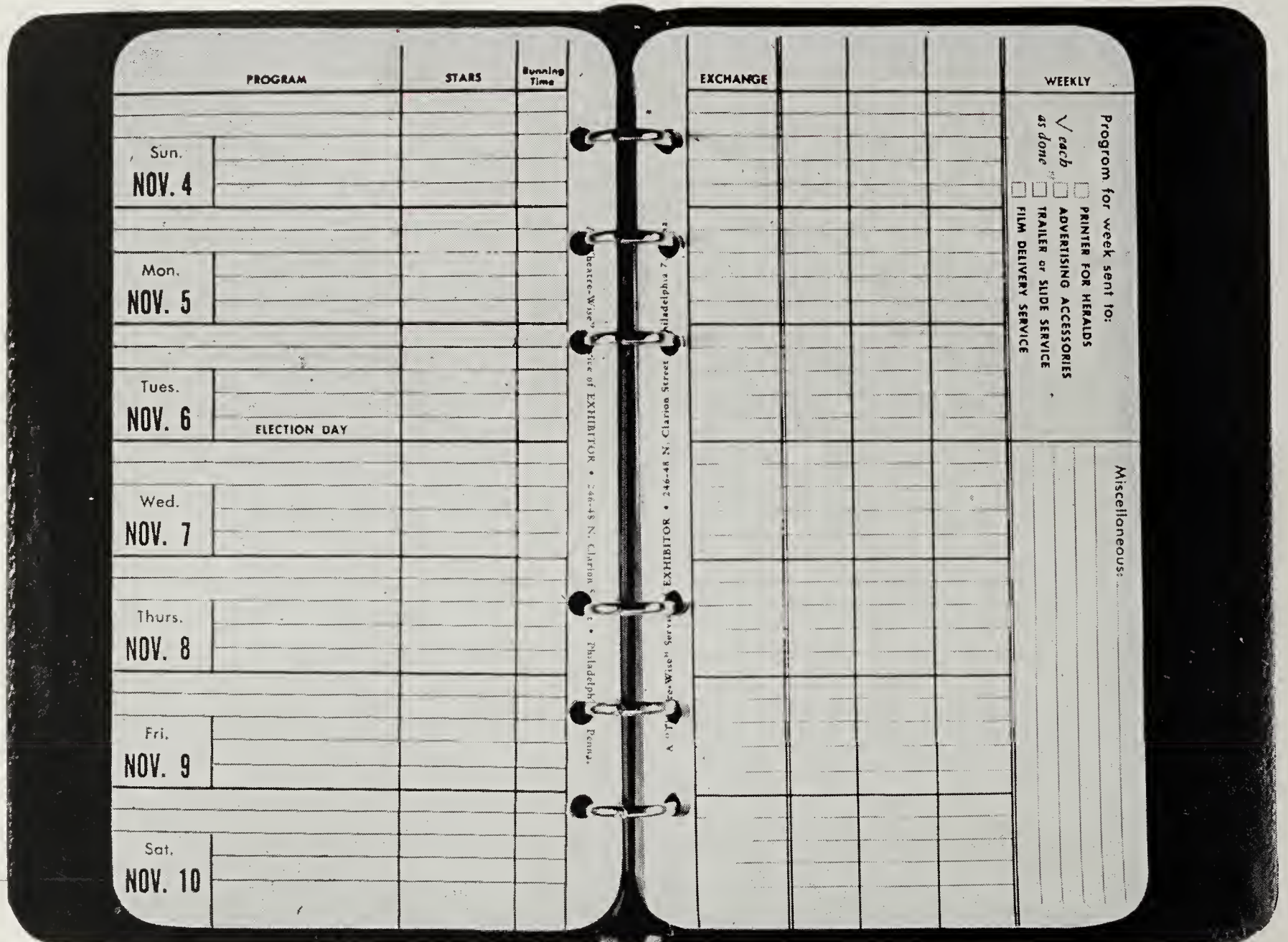
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MOTION PICTURE

# EXHIBITOR

JUNE 24, 1964

Volume 71

Number 24

IN THREE SECTIONS • THIS IS SECTION ONE



## UA Shifts Policy On N.Y. Showcase

(See Page 6)

## 20th-Fox Junket Ends In London

(See Page 16)

England's James Carreras is expected to be elected Variety International Chief Barker as the show business organization conducts its 37th International convention in Buffalo, June 30-July 2.

**THE PUBLIC GETS THE FACTS . . .** see editorial—page 3

# 'Dolphins'

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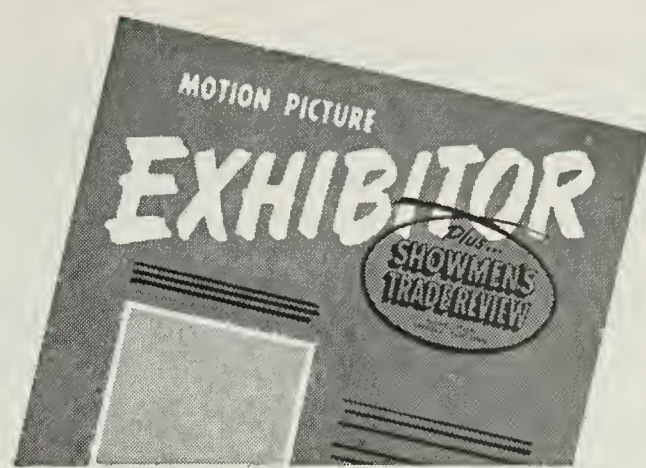
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Volume 71 • No. 24

JUNE 24, 1964

## THE PUBLIC GETS THE FACTS

HARRY HENDEL, executive secretary, Western Pennsylvania Allied, sends along a column from the Pittsburgh Press by Kaspar Monahan. Titled "Vernal Doldrums," it is interesting for a couple of reasons. First, it indicates a growing public awareness of a problem that has concerned exhibitors for a long time. Second, it shows that conscientious columnists on the movie scene keep themselves informed via careful reading of the trade press.

We think exhibitors everywhere will find the columnist's views of interest, so we turn the rest of our editorial page over to Mr. Monahan:

*It's been a long, disappointing, profitless, and frustrating spring that now is about to end.*

*No, I don't mean as to weather, although that could have stood some improvement, too. I'm referring to what must be the dreariest spring in history for two segments of our populace—the moviegoers and the men who strive to entertain them, the exhibitors: i.e., the managers and owners of the movie houses.*

*Never has there been such a shortage of films of merit during a vernal season and never has arisen such a converted chorus of moans, punctuated with snorts of rage, from the exhibitors numbering thousands of our body politic.*

*They have two galling grievances—shortage of product and the manner of distribution of product, entailing the worrisome matter of "bidding" for choice productions. As to that latter item—that's a sort of spat within the industry and I don't want to butt into a family squabble.*

*However, on the subject of film shortage, I not only have the right but also the obligation to speak out. For film shortage means that faithful movie-goers are being deprived of their favorite form of amusement. And this at a period of the year when it would seem only sound logic that the studios and their distributing agencies would be anxious to release their features, what with tv doing moth-bitten repeats and dishing up old films that the set owners have seen many times.*

*The prolonged drought here has had no equal as to length of time and quality of fare. Of course you have noted a veritable rash of "re-releases" (euphemism for old pictures) showing up in downtown houses which rarely feature second runs.*

*And too many of the new films were of inferior quality; too few to rate with "Dr. Strangelove," or "Seven Days in May," and currently the rowdy but amusing "Pink Panther," . . .*

*This column is not alone in its complaints. In New York and elsewhere, other movie editors are letting off steam about the situation, along with the trade papers. . . . The shortage is needless.*

*Yes, needless, for it so happens that all the major producing companies are loaded with fresh, new products—films long completed but backlogged despite the pleas for "orderly distribution." Thus on the back cover of a trade organ, MGM "is proud to announce the biggest summer line-up it has ever presented . . . Perhaps the most important array of films ever offered during one season by a single company."*

*This is typical, for all other studios are delivering similar pronouncements while (they think) a waiting world listens with bated breath. All in different words proclaim the same thing—that very soon the shortage will be succeeded by a tidal wave of so-called "prestige pictures."*

*All studios have been holding back their creations on the dubious theory that in springtime all movie-goers are stricken with lassitude and that they won't visit the screen shows. If that's logic, then somebody is a monkey's uncle, and don't look at me. Look at the west where all those mighty minds are up in the palm trees meditating over their priceless gifts to humanity.*

*Consequently, starting back in February and through March, April, and May, the good things of the cinema have been scant. Consequently, the movie faithful cannot be chided for staying at home, or sallying forth to the bowling alleys, the pool parlors, the race tracks, the tennis courts, the picnic groves or (t'ch) the gin mills for divertissement.*

*Doesn't someone in those high, remote ivory towers of moviedom ever pause to consider that maybe Joe and Susie Filmbuff may lose the habit of theatre-going during these months of lag and lull?*

*And that when all those screen delights come pouring out of the great men's cornucopia (no accent on the first syllable now), Joe and Susie may regard the belated harvest of films with vast indifference. Once out of the habit of regular movie-going, they just might decide to continue their absence from the film houses.*

*I hope not, for a promising array of films is about to be unveiled to be continued all summer and into fall and winter. Trouble is that they'll come in large batches, in bewildering profusion. Too much at one time instead of "orderly release."*

## NEW PRESS AGENTS FOR FOX

THERE ARE MORE than 100 new 20th-Fox press agents around these days, and they all have devoted public followings. This happy turn of events is a direct result of the fabulous European junket during which press representatives from all over the country visited locations for Fox hard-ticket attractions in Germany ("SOUND OF MUSIC"), Italy ("THE AGONY AND THE ECSTASY"), and England ("THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES").

The returns are rolling in already, with newspapers everywhere proclaiming the wonders of these big Fox pictures. There will be no letup between now and release, so whatever the trip cost (estimates run to more than \$100,000), it figures to be money well spent.

After all, think about all those talented press agents singing the praises of 20th-Fox and its films throughout the nation's press.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

Stanley J. Cuddy, 47, owner-operator, Strand, Winstead, Conn., died.

James David Ivers, 55, executive editor, The Motion Picture Herald, died in Hackensack, N. J., General Hospital. He had been with the trade paper since 1936. He is survived by his widow, two daughters, a son, his mother, a sister, and a brother.

Henry A. Johnson, 72, manager, Orpheum, Danielson, Conn., for Interstate Theatres of New England, since 1924, died.

Mrs. Bella Nizer, 83, mother of industry attorney and author Louis Nizer, died at University Hospital, New York, after a brief illness.

Charles E. Shafer, treasurer and assistant secretary, Commonwealth Theatres, Inc., died at a Kansas City hospital where he had been a patient for the past five weeks. He was vice-president and treasurer of Fox Midwest Theatres from 1933 to 1958. Survivors include his widow, a son, a daughter, and a sister.

### Hospital Drive Launched

NEW YORK—Exhibition and distribution leaders in the Metropolitan New York area will join with national campaign chairmen, executives of the Hospital's board, and circuit executives and theatre managers in the New York area in the Imperial Ballroom of the Hotel Americana June 29 for the kickoff breakfast meeting which will serve to launch the Metropolitan New York area's participation in the annual drive on behalf of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories.

Emanuel Frisch and David Rosen have again agreed to serve as co-chairmen for the Metropolitan area, posts they held last year.

Speakers at the kickoff breakfast will include Henry H. "Hi" Martin, national general chairman of this year's drive; Ned E. Depinet, president of the Hospital; and George J. Schaefer, veteran industry executive. News-reel films of the recent visit of executives of the entertainment industry to the Hospital and the Laboratories will be shown at the meeting.

Every effort is to be made this year throughout the entertainment industry to raise a record amount of money for the operation of the Will Rogers Hospital and its research program, specializing in respiratory ailments and diseases. The two main aspects of the industry's annual efforts are the audience collections in the theatres throughout the country and through the Christmas Salute of industry employees.

### Longo To AA Ad Post

NEW YORK—Joseph Longo has joined the staff of Jack Goldstein, Allied Artists' national director of advertising, publicity, and exploitation. Longo replaces Martin Weisser, Goldstein's assistant, who resigned to return to California. Between 1958 and the present, Longo served as publicity and advertising director of Sack Theatres in Boston.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 22

## Moskowitz-Yates Firms Acquire Theatre, TV Films

NEW YORK—Martin Moskowitz, formerly assistant general sales manager of 20th Century-Fox, announced that his organization, Martin Moskowitz Enterprises, Inc., has joined forces with Richard G. Yates and his organization, Richard G. Yates Film Sales, Inc., for the sale and distribution of 23 feature films that have been purchased for theatrical and television showing in the U. S.

Seventeen of the pictures were acquired from Galatea Films of Italy while Moskowitz and Yates were in Europe earlier this year. Ten of the imports, all of which have been dubbed into English, are in color.

The films include "Women Are Necessary," "Blood Feud," "The Penthouse," "Bikinis Are For Females," "Dawn Of Italy," "Four Nights With Alba," "Wolves Of The Deep," "Rogopag," "One More Time," "Two-Sided Mirror," "Men - Bikinis - Sunshine" (tentative title), "Murder By Agreement," "The Avenger," "Blue Continent," "Inside Russia," "The Orientals," and "The Hunt."

Moskowitz is further associated with Yates in the worldwide distribution of 238 film and tape television shows produced by Guedel and Linkletter Productions. Yates concluded this previously announced deal in May. The package consists of 130 half-hour "On The Go" tapes with Jack Linkletter; 130 half-hours of "For Better Or For Worse," featuring Dr. James Peter; and 78 quarter-hour segments of "Linkletter And The Kids," starring Art Linkletter.

In addition, the Moskowitz-Yates agenda includes 10 full hours of "International Pro Tennis" for television distribution.

Also acquired for theatrical and tv release by the Moskowitz-Yates combine was an award-winning half-hour subject in color, "The Soap And The Little Girl."

### 13 To Pioneer Board

NEW YORK—Thirteen new members have been appointed to the board of directors of the Motion Picture Pioneers, increasing the size of the board to 36, it was announced by William J. Heineman, president.

The new members are Robert S. Benjamin, Charles Bonn, Russell V. Downing, Benjamin Kalmenson, Joseph E. Levine, Morris Lefko, Robert Mochrie, Harry Mandel, Seymour Poe, Milton Rackmil, Samuel Rosen, Richard Walsh and George Weltner.

### Magna Forms Distrib Corp.

HOLLYWOOD—Magna Pictures Corporation will form Magna Distribution Corporation and set up offices in New York, Los Angeles, San Francisco, Chicago, Dallas and other key territories, it was announced by Marshall Naify, president.



## BROADWAY GROSSES

### "Chalk" Leads Holdovers

NEW YORK — Universal's "The Chalk Garden," Radio City Music Hall, topped an all-holdover week in the Broadway first-runs.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"HONEYMOON HOTEL" (MGM). Paramount reported the third and final week was \$12,000.

"THE CHALK GARDEN" (U). Radio City Music Hall, with usual stage show, did \$117,200 on Thursday through Sunday, with the fifth week a great \$194,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille claimed \$16,000 for the 13th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama did \$21,200 for the 31st week.

"BECKET" (Paramount). Loew's State announced that the 15th week hit \$19,000.

"LADY IN A CAGE" (Paramount). New Embassy claimed the second week was \$9,000.

"THE PINK PANTHER" (UA). Astor reported \$12,000 for the fourth, and final, week.

"THE BRIDGE ON THE RIVER KWAI" (Columbia). Victoria announced \$11,000 for the fourth week of this reissue.

"WHAT A WAY TO GO" (20th-Fox). Criterion had \$27,000 for the sixth week.

"CLEOPATRA" (20th-Fox). Rivoli stated the 54th week was \$13,000.

"A BEDTIME STORY" (U). RKO Palace announced \$20,000 for the second session.

### Md. Judge Backs Censors

BALTIMORE, MD.—Judge Anselm Sodaro in City Court upheld the action of the Maryland State Censorship Board in banning "White Slaves in Chinatown" and described the film as "an immoral exhibition of masochism in its lowest form and sadism in its most depraved state, compounded by a heavy dosage of lesbianism."

The judge denied the argument that the Maryland censorship laws are unconstitutional, and also ruled against the contention that the film is not obscene and does not debase or corrupt morals.

The judge said, "Its calculated purpose and dominating effect is substantially to arouse the basic sexual desires."

### WB Declares Dividend

NEW YORK—The board of directors of Warner Bros. Pictures, Inc., declared a dividend of 12½ cents per share on the company's common stock.

# Barkers Plan Buffalo Invasion

## Variety Club Members From All Over World Head For 37th Annual Business-Fun Meeting

BUFFALO—The Variety Clubs 37th international convention, to be held here June 30 to July 2, promises to be the best yet, according to convention chairman James J. Hayes.

"Attendance will be large, the events outstanding, and we expect the business sessions to make Variety history," Hayes said.

According to Hayes, hundreds of barkers and their wives have already signed up for the convention, including large overseas delegations from Great Britain, Ireland, Mexico, and Canada.

Headquarters for the Variety 1964 convention is the Statler-Hilton in Buffalo.

Although many barkers are expected to arrive in Buffalo several days in advance, the convention will open officially Tuesday morning, June 30, with a chief barker's breakfast, followed by welcoming remarks to the entire convention by Chester Kowal, Mayor of Buffalo.

The business sessions that follow will be directed to reporting Variety progress the past year, and working out the many new exciting plans for 1964-65.

One of the major topics on the agenda will be the Variety Sunshine Coach project. Inaugurated little more than a year ago, this program has expanded in scope until presently there are more than a dozen Variety Sunshine Coaches operating in different cities of the United States.

On display at the convention will be the first Variety Sunshine Coach manufactured in the U. S. Built by the Reynolds Co., this Coach was modeled after the original coaches designed and introduced by the Variety Club of Great Britain.

Also on display will be the first Variety Sunshine Pool, a special fiberglass pool for children just developed in England, and being shipped over from London especially for the convention.

Another highlight of the business sessions will be a series of four forums attended by delegates from each of Variety's 36 tents. These will cover such subjects as fund-raising, finances, and club operations.

Exciting social and entertainment events have been planned for each day. On the convention's first day, June 30, there will be a gala outdoor clambake dinner, followed by a Musical Fun Nite at Melody Fair, one of America's most luxurious musical tent theatres. The attraction that night will be Howard Keel and Constance Towers starring in the Lerner-Loewe musical, "Camelot."

Scheduled the next day is a tour of Niagara Falls and an International Day Lunch at the Sheraton-Brock, where the chief speaker will be James Auld, Minister of Publicity and Tourism of the Province of Ontario.

Other outstanding events include a Pepsi Cola Circus Night Under the Big Top, featuring entertainment by the well known Ford and Hines comedy team, and the traditional Heart Banquet, sponsored by Coca Cola, at the world-famous Town Casino. Featured here will be Al Martino, the recording star.

Many dignitaries are expected to attend the

## Md. Asks Supreme Court To Okay Censorship Law

WASHINGTON — The U. S. Supreme Court has been asked by the State of Maryland to turn back the effort of exhibitor Ronald L. Freedman to have its censorship law held in a violation of the First and Fourteenth Amendments, and its fees for viewing films a tax on free speech and free expression.

Freedman, operator, Rex, Baltimore, Md., notified the Maryland censors that he was going to make a test case by exhibiting the film, "Revenge At Daybreak," which had not been submitted for approval. The test was made and resulted in a \$25 fine, with Freedman losing his constitutional case in the Maryland courts. He then asked the U. S. Supreme Court to review the case.

## WB Global Meeting

LONDON—A world-wide meeting of Warner Bros. Pictures International leaders and exhibitors from all areas of the globe took place here this week under the leadership of Jack L. Warner, president of Warner Bros. Pictures, Inc.; Wolfe Cohen, president of Warner Bros. Pictures International Corp.; Arthur Abeles, Warner Bros. Pictures International vice-president and Continental manager; and Oscar Brooks, Continental sales manager.

Joining them at the two-day meeting were Warner Bros. supervisors from Continental Europe, the Far East, Latin America, and South Africa, together with all Warner Bros. managers from Continental Europe and the company's sales representatives from Great Britain.

Warner, who is the producer of "My Fair Lady," attended a special screening of the \$17,000,000 motion picture production. Another highlight of the meeting was a showing of "Cheyenne Autumn," John Ford's adventure film.

## "Pawnbroker" To Berlin

WASHINGTON—The Ely A. Landau production, "The Pawnbroker," has been selected as the official American film in competition at the 1964 Berlin Film Festival, June 26-July 7, by the Film Festival Selection Committee, it was announced by George Stevens, Jr., director of the International Motion Picture Service of the United States Information Agency.

The screening of "The Pawnbroker" in Berlin will be the film's world premiere.

The United States Information Agency's documentary, "The Five Cities of June," will be shown out-of-competition at the Berlin Festival.

1964 Variety convention, as well as stars of the stage, screen, tv. Among these is Donna Reed, star of "The Donna Reed Show," who will attend with her husband and daughter.

Many tents will be represented by delegation. A large group is flying in from San Francisco, headed by Rotus Harvey, international chief barker.

The delegation from England is the largest overseas one, and will include James Carreras, first assistant international chief barker, C. J. Latta, D. J. Goodlatte, Rex North, and Sir Tom O'Brien.

## Exhibs May Go To Gov't To End Blind Bidding

ALBUQUERQUE, N. M.—John Rowley, addressing delegates to the New Mexico Theatre Owners Association here, said that American exhibitors would not delay much longer in waiting for distributors to stop the practice of blind bidding.

He said that although exhibition's representatives had been cordially received by the sales executives, "I can say very definitely that if the relief we requested is not forthcoming in the very near future, we have no other recourse than to seek assistance from sources available to us."

Rowley further clarified his statement, explaining that the recourse referred to was reluctantly seeking government intervention via an appeal directly to the Justice Department. He said that "the last time exhibition brought government into his business, it resulted in more headaches than sedatives."

He said that, although he and Jack Armstrong, president of National Allied, had received assurances from seven major distributors that blind bidding would be curtailed, a paradox existed in the promises. He said that "the sales managers admitted that blind bidding was an evil practice. So the conclusion might be drawn that certain companies will continue to commit evil unless all of the distributors agree to stop sinning."

He also said that the round of meetings with sales representatives of the major film companies would be completed shortly, with a meet planned for an early date with Irving Ludwig, of Buena Vista.

He said when the time comes where the exhibitor has the opportunity to "pick and choose," that he should show consideration to those companies who have been "fair the year round."

He told the group that "many issues are yet to be resolved before any merger of TOA and Allied takes place."

## Col. Ups London Execs

NEW YORK—The board of directors of Columbia Pictures International Corporation has elected William N. Graf and Kenneth L. Maidment as vice-presidents. Both men are London-based.

Graf, who was named last month by Columbia first vice-president M. J. Frankovich, head of worldwide production, as his executive assistant for international productions, joined Columbia in 1946 as secretary and assistant to the late Harry Cohn. In 1950, he became assistant production manager of the company's Hollywood studios. He was sent to London by Columbia in 1952.

Maidment, joint managing director with E. J. Bryson of Columbia Pictures Corporation, Ltd., of Great Britain and Ireland since December, 1963, joined Columbia in April, 1954, as production representative based in London. In 1958, Maidment was named secretary of Columbia's British company. He had been general manager of the company from 1960 till his recent appointment as joint managing director.

# UA Will Limit Showcase Theatres; "633 Squadron" Inaugurates Plan

NEW YORK—United Artists will return to its original Premiere Showcase concept by carefully limiting the number of UA Premiere Showcase theatres playing the company's films, it was announced by Eugene Picker, vice-president.

The revamped plan will be inaugurated today (June 24) with "633 Squadron," which will open at the Victoria on Broadway and at 15 other key houses throughout the metropolitan area.

United Artists, which pioneered the pace-setting distribution-exhibition pattern in the New York area two years ago, has learned "through considerable experience and study that limiting the number of UA Premiere Showcases to 16 or even fewer, theatres can provide far better results in the first neighborhood runs," Picker emphasized.

"In this way," Picker pointed out, "the showcase film can be given a bigger and more concentrated buildup; it can receive the promotion-in-depth which it deserves, thereby increasing its chances for success."

He explained that when as many as 30 or more theatres showcase a picture at one time, it can no longer achieve its full showcase potential. "With so many simultaneous playdates, it is similar to having a multiple run," Picker stated.

Turning to "633 Squadron," the UA executives revealed that the film will play in two theatres in Manhattan, Brooklyn, Queens and Westchester, one in the Bronx, four in Nassau County, and three in Suffolk.

In its Showcase system, United Artists is emphasizing the company name and logo in its "United Artists Premiere Showcase Presentation" advertising, publicity, and exploitation, Picker said.

New ads, posters, banners, marquee valances, lobby displays, usher buttons, and window cards have been prepared with the new UA Premiere Showcase logo.

Additionally, a special United Artists Premiere Showcase trailer is being prepared for all participating theatres. It will announce forthcoming UA Premiere Showcase summer films, including "633 Squadron," "For Those Who Think Young," "A Shot in the Dark," "The 7th Dawn," and "A Hard Day's Night."

Picker reported that "A Shot in the Dark" will open at the Astor and the Trans-Lux East for a limited pre-release engagement. It will then continue at the Astor and Trans-Lux as a United Artists Premiere Showcase Presentation, joining the other UA Premiere Showcase theatres.

## Mitchusson Joins AA

NEW YORK—Haywood H. Mitchusson has been appointed Allied Artists' Indianapolis branch manager, it was announced by Ernest Sands, Allied Artists general sales manager.

Mitchusson, who spent the past two years in Indianapolis as a salesman for Paramount Pictures, previously covered the Cincinnati and Indianapolis territories for a three year period as branch manager for Distributors Corporation of America. He had also been associated with RKO Radio Pictures and Universal Pictures as a salesman between 1951 and 1959.

Mitchusson replaces Edward Spiers, who resigned.

## Ala.-Ga.-Tenn. TOA Units Shift Convention Dates

ATLANTA—The joint convention of the Alabama, Georgia, and Tennessee units of Theatre Owners of America will be held here Nov. 8-12 at the Americana Hotel, the dates having been shifted from Oct. 25-26. The latter dates conflicted with the 52nd convention of Theatre Owners of North and South Carolina, which will be held at the Fort Sumter Hotel, Charleston, S. C.

Participating in the Atlanta convention will be Alabama Theatres Association, of which Harry Curl is president; Motion Picture Theatre Owners and Operators of Georgia, headed by John H. Thompson; and Tennessee Theatre Owners Association, of which Richard Lightman is president.

## Mrs. Waldman Heads VC Gals

NEW YORK—Mrs. George J. Waldman succeeds Mrs. Harry M. Pimstein as chief barkerette of New York Variety Club Tent 35. The induction was conducted by Variety Club's international representative, Nat Nathanson, and was witnessed by chief barker Jack Levine, crew, and past chief barkers, who were invited guests.

Announcement was made that Variety Club's annual ball will be held Nov. 14 at the Waldorf-Astoria Hotel.

## Skouras Circuit Ups Swedroe

NEW YORK—At a meeting of the board of directors, Jerry Swedroe was appointed a vice-president of Skouras Theatres Corporation.

He started with the company as a bookkeeper in 1949 after receiving an accounting degree from New York University. In February, 1963, he was appointed concessions director for the circuit. He was appointed comptroller in 1962 and became executive assistant to Salah M. Hassanein, president, Skouras Theatres, in July, 1963.

## Eight Countries Compete In Asia Film Festival

TAIPEI, FORMOSA—The Eleventh Asian Film Festival took place here last week.

Over 200 movie stars, producers, and executives were in Taipei for the event. They came from Hong Kong, Japan, Korea, Malaysia, Thailand, the Philippines, and Vietnam. The Republic of China, hosting this year's festival, named an 84-member delegation headed by Henry Kung, general manager of the Central Motion Picture Corporation. Japan's Masaichi Nagata, current president of the Federation of Motion Picture Producers of Asia (FPA), also attended the festival.

The Hong Kong delegation was headed by Run Run Shaw, Shaw Brothers, Inc. Led by Shiro Kido, the Japanese delegation included such actresses as Youko Tsukasa and Ruriko Asaoka. The Korean delegation was headed by Paik Wan. Among the delegates was Sung-ho Kim, who twice won the best actor award in the past. The Malaysian delegation was headed by Dato Loke Wan Tho, a director of the FPA. The Philippine group was led by Albert Joseph and the Vietnamese delegation by Le Dinh Duyen.

A total of 43 films were entered in the contest, including 25 features and 18 documentaries. There were six features and four documentaries from Japan, five features and two documentaries from South Korea, four features and five documentaries from Malaysia, three features and two documentaries from the Republic of China, five features from Honk Kong, two features and three documentaries from the Philippines, and two documentaries from Thailand.

The festival was sponsored by the Federation of Motion Picture Producers of Asia, organized in Manila in 1953. The first festival was held in Tokyo in 1954 and the succeeding ones in Singapore, Honk Kong, Manila, Kuala Lumpur, and Seoul.

## Para. Appoints Rochlin

NEW YORK—Howard Rochlin has been appointed manager of the print department of Paramount Film Distributing Corporation. It is announced by general sales manager Charles Boasberg.

Rochlin replaces Mario Ghio, who has joined the home office special production sales department, under the direction of Herk Gillis.



Cutting the film for the recent opening of the new Boca Raton Theatre, Boca Raton, Fla., for the world premiere of MGM's "Flipper's New Adventure" were, left to right, County Commissioner McQueen, Luke Halpin, Mitchell Wolfson, Tommy Norden, Brian Kelly, Mayor Maull, and Ivan Tors.

## Native Son Levine Gets Gala Boston Welcome

BOSTON—Joseph E. Levine announced at a gala press, radio, and television conference at the Ritz Carlton that John Michael Hays, screenplay writer of "The Carpetbaggers," will join the producer's Embassy Pictures Corp. as vice-president in charge of all literary properties. Hays said his next screenplay will be the life of Sir Richard Francis Burton, English explorer, and he will write it as a novel simultaneously.

Pearl Buck, whose "Imperial Woman" is being made into a motion picture by Levine, with Sophia Loren as the Empress, was a guest at the Boston Levine luncheon called for "The Carpetbaggers," which opened big at the Music Hall. Carroll Baker, who plays Rina Marlowe in the controversial picture, headed a parade of stars. Instead of the usual invited guest premiere, tickets were sold to the public with loges reserved for guests in the 4,400-seat house. "The Carpetbaggers" is Levine's first as a producer, he pointed out, and he now has 17 projects on the drawing board.

Born and reared in Boston's west end slums, Levine shined shoes and sold newspapers on the streets of the Hub-City. Now the dynamic president of Embassy Pictures Corp. has burst into international prominence as a global showman. While he still maintains his Boston office on Winchester St. in Film Row, his headquarters now occupy most of the 39th floor of Time & Life Bldg., New York City, with branches in every major American city; London, Paris, Rome, and Tokyo.

He operates on his own as a producer, distributor, buyer, and promoter, or all combined when required, without a board of directors to consult or any other corporate handicaps, he pointed out at the press conference. "We don't own a studio," he said. While some major companies are still having their board of directors discussions, debating what to do about a certain picture available in Europe, Levine hops to London or Rome and gets the picture, and flies right back with it signed, sealed, and delivered.

Abroad, Levine, with Diamond Films, Ltd., has filmed "Zulu," on actual Natal locations. Embassy will release "Zulu" in the United States and Canada, and Paramount throughout the rest of the world. The film recouped its costs in early English engagements.

Levine and Carlo Ponti, the team which brought American audiences the memorable "Two Women" and "Boccaccio '70," are co-producers of four new motion pictures. They are "Contempt," starring Brigitte Bardot and Jack Palance; "The Empty Canvas"; "Yesterday, Today, and Tomorrow"; and "Casanova," starring Marcello Mastroianni.

In New York, director Pierre-Dominique Gaisseau, who did "The Sky Above—The Mud Below," has filmed a new adventure film, "Only One New York," for Levine.

Levine's production schedule, constantly being augmented, now includes "Imperial Woman," to be filmed under a \$10,000,000 budget and as a road-show presentation; "A House Is Not a Home," directed and produced by Clarence Greene and Russell Rouse, and based on the memoirs of Polly Adler; "The Adventurers," based on a forthcoming novel by Harold Robbins; "The Sands of Kalahari," adventure drama based on the Putnam award-winning novel by William Mulvihill; and others.

Additionally, Levine is releasing "Three Penny Opera," starring Curt Jurgens, June

# High Court Rejects Viking Appeal; Tie Vote Approves Product Splits



Harve Presnell, who debuts in MGM's "The Unsinkable Molly Brown," recently received a certificate of appreciation from Mrs. Marie Berglund, president, New Orleans chapter, Women of the Motion Picture Industry, when he visited the city on a nationwide tour on behalf of the film.

## AFL-CIO Reaffirms Opposition To Pay-TV

LOS ANGELES—The American Federation of Labor and Congress of Industrial Organizations stands squarely against "all forms of paid tv."

This was the message received from Andrew J. Biemiller, director of the AFL-CIO, department of legislation, by Mrs. Fred S. Teasley, state vice-chairman of the Citizens' Committee for Free-TV.

Biemiller wrote, "The last statement by the AFL-CIO on this issue was at our 1957 convention. It places the AFL-CIO clearly on record against all forms of paid tv."

"There has been no action since that time and that resolution still stands as the official policy of this organization."

Mrs. Teasley said she wrote Biemiller for clarification of the AFL-CIO stand because "the pay-tv promoters have been trying to create the illusion that the 1957 stand of the AFL-CIO against pay-tv is now outdated."

"Mr. Biemiller's letter now clearly reaffirms that AFL-CIO stands shoulder to shoulder with the California Federation of Women's Clubs and many other groups in opposing entry of subscription television in California," she said.

## Col. Sets Dividends

NEW YORK—The board of Columbia Pictures declared a stock dividend of 2½ per cent on the company's outstanding shares of common stock. Payment will be made on Aug. 17 to stockholders of record at the close of business on June 29.

The board also declared the regular quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock.

Ritchie, Hildegard Neff, and Sammy Davis, Jr., the film version of the world-famous drama by Bertolt Brecht and Kurt Weill; and "Italiano Brava Gente," starring Peter Falk and Arthur Kennedy, the first Italian-American-Russian co-production to be filmed entirely in Russia.

WASHINGTON—The U. S. Supreme Court rejected charges by Harry Sley's independent Viking that several theatres and some major distributors illegally "split up" first run films.

It was contended by Viking that the product splitting agreement violated the antitrust laws; forced the theatre to pay higher rates for first-run films.

In a four-four vote, the high court confirmed the decision of the U. S. Court of Appeals of Philadelphia which also found against Viking. Justice William O. Douglas disqualified himself from the Supreme Court vote.

A "split," the court was told, is an agreement between exhibitors to divide product and to refrain from bidding against each other for pictures on respective sides of a prepared list.

Viking argued that such a system in Philadelphia did not include all exhibitors and, therefore, was a violation of the antitrust laws.

In its cases before the appeals court and the U. S. District Court in Philadelphia, Viking charged the distributors and exhibitors with conspiracy. It had asked \$1.8 million in treble damages.

The district court heard the case in July, 1961; the appeals court in June, 1962. Both courts ruled against Viking. The suit was filed in 1956.

Defendants were Paramount, Columbia, Universal, United Artists, RKO, Warner Brothers, 20th-Fox, Loew's, Inc. (MGM) Stanley Warner Management Corporation, Stanley Company of America, William Goldman Theatres, Inc., and Fox Philadelphia Building, Inc.

## New Cinema 141 Opens

WILMINGTON, DEL.—Cinema 141, operated by Claude J. Schlanger's Budco, Inc., will open tonight (June 24) with the area premiere of "The World of Henry Orient."

Other Budco operations in the Wilmington area are the Price's Corner Drive-In, adjacent to the indoor Cinema 141, the Pleasant Hill Drive-In, and the Route 202 Drive-In.

Cinema 141 is described as an innovation in theatre architecture, incorporating the latest in design and technology. The approach to the arched entrance and spacious lobby is through a landscaped plaza.

Inside the auditorium, the giant screen is the focal point. Black walls and widely spaced upholstered seats carry out the theme of simple elegance.

The foyer, extending across the front of the theatre, is covered with a deep pile vermilion carpet, with oak paneled walls providing the contrast.

## Sterling Denies Monopoly

SEATTLE — Sterling Theatres Company urged the State Supreme Court in Olympia, Wash., to uphold the decision of King County Superior Court Judge James W. Miffin, who dismissed an anti-trust suit filed against the firm and several other defendants by Attorney General John J. O'Connell.

Sterling denied any attempt to monopolize the second-run movie business in the Seattle metropolitan area.

# Novel Creative Management Clinic To Highlight Allied Detroit Meet

DETROIT—National Allied officials have been expressing the belief that the 35th annual convention in Detroit Oct. 19-22 would be the largest such gathering of the motion picture profession in history, as well as the most interesting and best-programmed. Having already talked about size, they are now beginning to unfold and implement the various attractions.

Interviewed this week, convention chairman William M. Wetsman turned his enthusiasm on a Creative Management Clinic which will occur the final morning. It will be conducted by two nationally-recognized authorities on marketing motivation—psychologist-lecturer Fred Klemp and Dr. G. Herbert True. (The latter has been booked in for a repeat performance after being the hit of the 1962 Cleveland convention.)

"Dr. True, Fred Klemp, and a staff of research assistants," said Wetsman, "are hard at work on the preparation of a two-hour presentation detailing and dramatizing new management and selling techniques that assure profit and success. With slight-of-hand, color slides, motion pictures, sound effects, fire, magic sweeping gestures, jokes, and solid logic—these twin dynamos keep you hypnotized with enthusiasm and on the edge of your seat with excitement as they drive home the practical approach to improving theatre business through psychological principles."

As to Dr. True: "You will long remember his ability to make you think, while he makes you laugh; his ability to release your latent powers and talents while he keeps you entertained."

The doctor is famed as the author of "The Care and Feeding of Ideas." He is director of research and education of the National Labor Management Foundation.

He has a doctorate in psychology, is a former professor of marketing at Notre Dame, and has lectured on the application of creative thinking at over 30 universities.

For over 20 years, Klemp has been noted as a consultant and lecturer on advertising, communications, motivation, sales, and marketing.

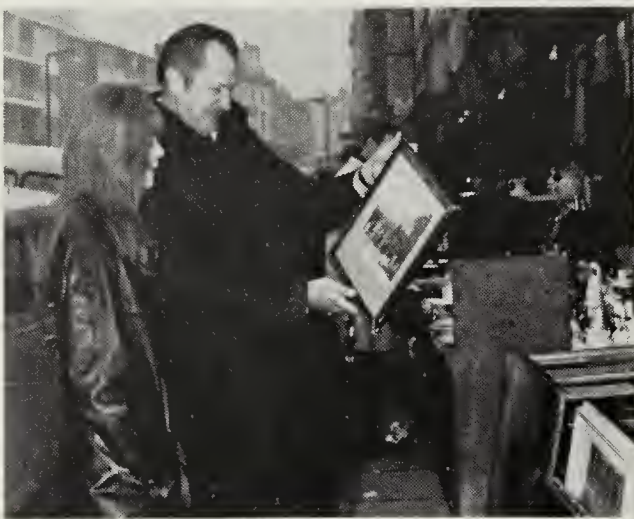
The motion picture profession's 1964 trade show will be held here simultaneously with the Allied convention.

## Milwaukee House To G&G

MILWAUKEE — The Strand, Milwaukee's leading hard-ticket house, was acquired by G. & G. Theatre Corp., New York. G. & G. is owned by Herbert L. Golden and Leonard S. Gruenberg.

Gruenberg, head of Sigma III Corporation, which is releasing "Los Tarantos" at Cinema II, New York, starting June 29, was formerly eastern division manager for RKO Pictures and subsequently vice-president of NTA. Golden, now in the investment and the finance business, was formerly vice-president of Bankers Trust Company and United Artists Corporation.

The Strand, 850 seater, was formerly operated by Joseph Seiter's Prudential chain. The Strand recently closed after a lengthy run of "Cleopatra." The theatre is being managed for G. & G. by Jerry Gruenberg, who formerly headed the Prudential and Joseph Gran theatres in the Milwaukee area.



Art critic Vincent Price and his co-star in American International's "Masque Of The Red Death," Jane Asher, recently took time off from their heavy schedule and toured England's famed Petticoat Lane.

## Meiselman Circuit Builds In Ga. Shopping Centers

ATLANTA—H. B. Meiselman, president, Meiselman Theatres, 26-theatre circuit with headquarters in Charlotte, announces that he has leased property in the Toca Hills Shopping Center as the location for his fifth motion picture in the metropolitan Atlanta area. Already in operation under the Meiselman flag are the Atlantic, which opened on June 5, and the Cherokee.

Under construction and due to open in August is the Belvedere, located in the shopping center of the same name in DeKalb County. A site has been acquired in Marietta, near the new Cobb Shopping Center, for a Meiselman theatre, but construction has been delayed.

Announcing plans for the new theatre, Meiselman said, "It goes without saying that we have complete faith in Atlanta's future. I felt this way about this area when I built my first theatre here a little more than a year ago. I feel sure that the new Belvedere, which will open soon, will prove to be as successful as the Atlantic and Cherokee. And we have no doubt the Toco Hills location will turn out to be one of our best."

Meiselman, originally a real estate operator, branched out into the motion picture theatre field 35 years ago after acquiring a shopping center that included a theatre. This classifies him as a pioneer in this type of theatre operation.

## Defendants Settle Suit

NEW YORK—Six defendants in the anti-trust suit brought by 227 Theatres, Inc., operator of the Roosevelt, Miami Beach, against a group of distributors and circuits have settled with the plaintiff, according to papers filed in Federal Court here.

Those settling are the Flamingo Theatre Corporation, Dade Lincoln Theatre Corporation, Antwin Theatres, Inc., Cinema Circuit, Max A. Cohen, and Bernard Brandt.

Terms of the settlement were not disclosed. The \$2,160,000 damage suit charges discrimination against the Roosevelt.

## Exhibits Object To Theatre In Albany Convention Hall

ALBANY—Adrian Ettelson, Fabian district manager, and Charles A. Smakwitz, Stanley Warner zone manager in Newark, speaking as representatives of theatre "taxpayers," voiced strong objection to the inclusion of a motion picture house in Albany's proposed Convention Hall, or to the Hall's use for "performances." They did so at a public meeting in Chancellors Hall, where Lieut. Gov. Malcolm Wilson, chairman of the Temporary State Commission on the Capital City, presided.

A subcommittee of the Commission, after studying the matter for some months, and after consultations with a visiting committee of three experts on municipal convention hall operations, recommended that Albany build such a hall on a site at the periphery of the State's gigantic "South Mall" project.

The hall would be astride S. Pearl st., and would presumably take in the land on which the Leland—the city's oldest theatre, with a history of continuous operation for about 100 years—now stands.

Smakwitz, an active member of Albany's Downtown Unlimited merchants' group and former SW and Warner Theatres official here, pointed out that Stanley Warner holds title to four Albany motion picture theatres—the Strand and Ritz, downtown, and the Madison and Delaware, uptown. He said the corporation was paying annual city taxes of \$100,000.

The veteran theatremen emphasized that SW had experience with the presentation of legitimate shows. He said, "They cost money." The Strand housed several stage shows, staged in cooperation with the former Broadway Theatre League of Albany.

The SW Stanley, Utica, has also played road shows.

The veteran theatreman expressed no surprise when the sub-committee's report indicated that the Convention Hall would be operated at a loss. The committee estimated the deficit at \$200,000 yearly. It suggested that the city subsidize this—in return for "many times that amount" a Convention Hall would annually bring in business.

Smakwitz and Ettelson questioned whether a Convention Hall would mean anything via increased patronage for motion picture theatres. They objected to the Convention Hall being equipped with any type of "permanent" stage, an idea which some Albany organizations vigorously supported. "Rent available theatres" was the suggestion of the exhibitors.

## U Shifts Branch Execs

NEW YORK — A series of managerial changes in the Universal domestic distribution organization was announced by Henry H. "Hi" Martin, vice-president and general sales manager, to become effective June 29, with the resignation of Harry Buxbaum as Chicago branch manager effective June 27.

Herb Martinez, Detroit branch manager, has been promoted to the post of branch manager in Chicago. He joined Universal as a booker in Chicago in 1945.

Philip Sherman, sales manager in Indianapolis, has been promoted to the post of branch manager in Detroit. He had joined Universal in 1950 as a branch trainee.

Charles Worrell, who joined Universal this year as a salesman in Indianapolis, has been promoted to the post of sales manager in Indianapolis.

## Independent Seattle Exhib. Files Big Anti-Trust Suit

SEATTLE—Robert J. Anderson, Burien Theatre owner, filed a \$1,050,000 suit for damages in U. S. District Court against Seattle's major theatre chains and eight motion picture companies, alleging a conspiracy between the chains and motion picture companies to exclude the Burien, as well as 13 other area independents, from desirable films.

Specific monopolizing of films is alleged to have been extended to south of Seattle in 1956 when the Sterling Theatres'-owned Lewis and Clark was opened. From that period on, the suit charges, Sterling took advantage of a monopoly which led to an estimated loss of \$350,000 in business by the Burien. The \$1,050,000 in damages is being asked under the treble damages clause of the Clayton Anti-trust Act, and the balance of the suit is being brought under the authority of the Sherman Anti-trust Act.

Those named in the suit are Sterling Theatres, Globe Amusement, Capitol Amusement, Acme Theatre, and Granada Theatre Companies; United Drive-In Theatres; Orpheum, Blue Mouse, Music Box, and Music Hall Theatres; Fifth Avenue, Paramount, and Coliseum Theatres.

Also named in the suit are Columbia, MGM Warner Brothers, 20th-Fox, United Artists, Universal, Paramount, and Buena Vista.

Independent theatres named as having been damaged during the last 13 years include the Burien, Renton, Kent, Auburn, Issaquah, Des Moines, and such Seattle theatres as the Broadway, Bay, Guild 45th, and Columbia.

The complaint centers around the availability of first subsequent run films, bidding, splits of products, etc.

# Entertainment Leaders Pledge Aid To Hospital During '64 Inspection

By MEL KONECOFF  
New York Editor

SARANAC LAKE, N. Y.—Have you been feeling poorly of late? Do you have pains in the chest? Does your heart go flip, flop instead of bip, bip, bip? Do you have spots on your lung? If so, Will Rogers Hospital is waiting and eager to have you visit and be cured for free if you are in the amusement or communications industry, especially touching on entertainment. The Hospital and O'Donnell Research Laboratories here are also waiting and eager for funds to continue serving all who need care, consideration, and cure.

As in past years, distributor and exhibitor chairmen from all over the U. S., board members, press representatives, etc., gathered at the Hospital for their annual visit, inspection, and meeting, and all were visibly impressed as staff and patients told all.

For instance, 61-year-old writer Charles Jackson, who wrote "The Lost Weekend," was on hand to relate how he contracted tuberculosis at an early age and had been treated several times and then released from several hospitals. For 30 years, he felt well, and then complications set in in 1960 when fever and loss of weight made things rough. He thought he was dying, found out about Will Rogers from Howard Lindsay, and came up. After one day, he began to feel better, and after some corrective surgery by Dr. W. W. Woodruff, he recovered. When we saw him, he was well enough to go back to writing and was on hand for a check-up.

Said he, "It's obvious how I feel. I would have crawled up to tell my story to visitors. One of the things that really impressed me aside from the great competence of everyone, was the wonderful attitude of the staff. No one ever looked down on the patients even though everything was for free. There is no atmosphere of charity."

Dr. Edgar Mayer, one of the founders, called the hospital second to none in the quality of patient care, research, and in-future teaching.

Dr. L. Fred Ayvazian, medical director, recalled that in 1957, Will Rogers started to take in non-tubercular patients, and this has been on the rise ever since. In 1962-63, 100 patients were admitted; in 1964, 135 were admitted with emphysema accounting for 38 per cent; TB, 23 per cent; heart disease 20 per cent; and lung tumors 18 per cent. TB has stopped declining, and the last six months have actually seen an increase, especially in the larger cities. This reflects an increasing need for continuing care and research. Some patients can anticipate cures in 18 months to two years, with Will Rogers care.

Professor Morris Dworski, director of the clinical lab, reviewed TB conditions throughout the world, noting that three million people die each year from the disease; 15 million new cases are uncovered annually; and 50 to 55 millions share TB bacilli, creating  
(Continued on page 15)



Seen at the recent pilgrimage of the industry to the Will Rogers Hospital and O'Donnell Memorial Research Laboratories, Saranac Lake, N. Y., were, top row, left to right, visitors and directors at the entrance to the hospital prior to inspection of same; Norman Robbins, George Schaefer, and Alan Robbins at the unveiling of a plaque in memory of Herman Robbins; distributor chairman Henry "Hi" Martin addressing the directors' meeting as Richard F. Walsh, board chairman, and Ned E. Depinet, hospital president, look on; and, bottom

row, left to right, Robert L. Carpenter, distributor chairman, Los Angeles, receiving the "Man of the Year" award from Depinet; Mr. and Mrs. William O'Donnell at the picture unveiling of the late Robert O'Donnell; Depinet, Si Fabian, and Walsh at the dedication of the "Abe Montague Plaza" in front of the hospital; and Depinet, Walsh, and Arthur Mayer at the unveiling of a plaque in honor of the late Eric A. Johnston. Visitors pledged their support to the hospital's fund raising campaign.

# N. C. Anti-Trespassing Law Applies To Theatres, State Court Decides

RALEIGH, N. C.—North Carolina's anti-trespassing statutes apply to motion picture houses as well as restaurants, lunch counters, and soda fountains, the N. C. Supreme Court ruled in a case involving a racial demonstration at the Colony, Fayetteville.

Upholding a lower court conviction of three Negroes on trespass charges in connection with a sit-in at the Colony, the court reaffirmed that under state law the proprietor of a private business "has the right to select the clientele he will serve" and that he may "arbitrarily exclude" others from his premises. It emphasized that the law applies to theatres and other places of amusement.

Taking an apparent crack at the U. S. Supreme Court, the court said that "a man's conduct must be judged by the law as it exists at the time of his conduct and not by the law as he and others think it should be rewritten in the interest of social justice. . . . If the law is to be changed, it is the firm conviction of this court that our system requires it to be changed by the legislative branch of the government and not by the judiciary.

"When a court, in effect, constitutes itself a superlegislative body and attempts to rewrite the law according to its predilections and notions of enlightened legislation, it destroys the separation of powers and thereby upsets the delicate balances which have heretofore formed the keystone of our constitutional government."

In its opinion, the court found no error in the conviction of three Negroes who were given 60-day jail sentences, suspended upon the payment of fines of \$10 and costs each.

However, in a companion case involving obstruction of traffic in a civil rights demonstration against motion picture houses and other downtown places of business at Greensboro, the court reversed the lower court convictions of five Negroes.

The Negroes, each of whom was fined \$25 and costs, were convicted of violating an ordinance forbidding obstructing of streets and sidewalks. The charges resulted from a demonstration in which about 250 persons paraded through the downtown streets, with many of them sitting down on the streets and sidewalks. In reversing their convictions, the Supreme Court said that Greensboro ordinance "was not intended to apply to situations of the kind described in this case."

## Olympics Film Planned

TOKYO, JAPAN—The official documentary film of the XVIII Olympiad to be held in October in Tokyo will be made with Eastman color negative film, Nagase & Co., Ltd., the firm that distributes Kodak products in Japan, announced. The Tokyo Olympic Film Society, a consortium of seven Japanese news-reel companies, is responsible for the production.

The 35mm documentary will record track and field events in the 80,000-capacity National Stadium; field hockey, wrestling, and volleyball in the Komazawa sports complex; swimming, basketball, and judo in the Yoyogi sports center; and sailing competition on Sagami Bay.

The completed film will run for three hours.

## "America," Gardner Honored At San Sebastian Fete

SAN SEBASTIAN, SPAIN — Winning the Golden Seashell Award as the best feature film at the 12th annual San Sebastian international film festival was Elia Kazan's "America America."

Ava Gardner won best actress honors for her performance in MGM-Seven Arts' "The Night Of The Iguana."

Maurice Biraud in France's "Les Aventures de Salavin" and Richard Attenborough in England's "Seance On A Wet Afternoon" were tied for the best male performance.

## First Bill German Award Goes To Samuel Rosen

NEW YORK—At a motion picture and amusement industry luncheon of the American Jewish Committee Appeal for Human Relations at the Americana Hotel, Stanley Warner executive vice-president Samuel Rosen became the first recipient of the William J. German Human Relations Award established by the AJC in honor of the late distributor of Eastman Kodak professional motion picture film.

The luncheon climaxed the industry-wide campaign to support the human relations programs of the AJC, for which \$4,500,000 is being sought this year.

The award which will be given each year to "the person in the motion picture and amusement industry who best exemplifies that dedication to good human relations that characterized the life of German.

Irving M. Engel, an honorary president of AJC, paid high tribute to Rosen and German for their contributions to better understanding.

## Smakwitz To University Board

NEW YORK—Charles A. Smakwitz, zone manager for Stanley Warner Theatres for New York and New Jersey, has been elected a member of the national alumni board of directors of Syracuse University for a three year term.

Smakwitz, graduate of Syracuse University, served two years as president of the Syracuse University Alumni Association of Greater New York. He also served as president of the Albany chapter when he was zone manager for that particular area for Stanley Warner.

## Jackter Spurs Drive

NEW YORK — Columbia vice-president Rube Jackter's campaign to give a personal approach to the company's impending 40th anniversary sales and billing drive continued with the inauguration of a tabloid-size newspaper designed to provide a continuous flow of news and information to and from each of Columbia's 36 branches competing in the drive.

The drive is due to begin on June 26 and conclude on Dec. 24 with a jackpot of \$40,000 ready for distribution to any branch that beats its own quota during the period.

## Detroit Teen Ager Asks Admission Price Break

DETROIT—Each week on a page captioned "Teen News and Views," the Detroit News runs an editorial by a teen-ager between 13 and 19. This feature is called "Student Soap Box," and the winner receives \$10. (In this case, it is to be devoutly hoped it will be used to go to the movies.)

The current winner is Karen Weller, a senior at Cass Tech High School. Her successful effort begot this four-column headline: "We Can't Afford Movie Prices."

By permission of the Detroit News we print Miss Weller's views as she wrote them:

"Students today cannot afford to spend enjoyable hours at neighborhood movies.

"Why, Because of the outrageous prices. For persons 12 and older one show costs from 70 cents to \$1.50. These prices are not fair because we can't afford them unless we hold down jobs or are fairly well-to-do.

"We students from 12 to 18 need a good movie once in a while to take our minds off our problems. During the school year we don't get much chance to see a movie, and when we do we're broke for at least a week.

"If the girls feel badly think of the way the boys must feel.

"To be up with the rest of the crowd they feel they must lavish money by treating their girl friends to a movie and usually a snack once in a while.

"If they manage to spend only \$3 or \$4 they are geniuses. But even spending this amount at one time hurts a teen-ager's budget.

"In the summer especially we teens are affected by the prices. For it is then that we have extra time and are able to take in a movie occasionally.

"Again we are stopped by that little price sign posted on the ticket box. This disappointment actually turns us away at the door.

"In this age teens need something to do in order to keep out of trouble. Good movies would eliminate some of the restlessness.

"There are many worthwhile movies at neighborhood shows. But if we think regular prices are bad just wait until a really tremendous and popular movie comes along.

"Then the prices are upped until we almost have to pay them by the installment plan.

"The solution? I feel a satisfactory compromise could be made between the theatres and teen-agers. If there were a student rate—about halfway between the children's rate and the adult rate—more students would attend the shows.

"This way both theatre owners and teens would come out ahead."

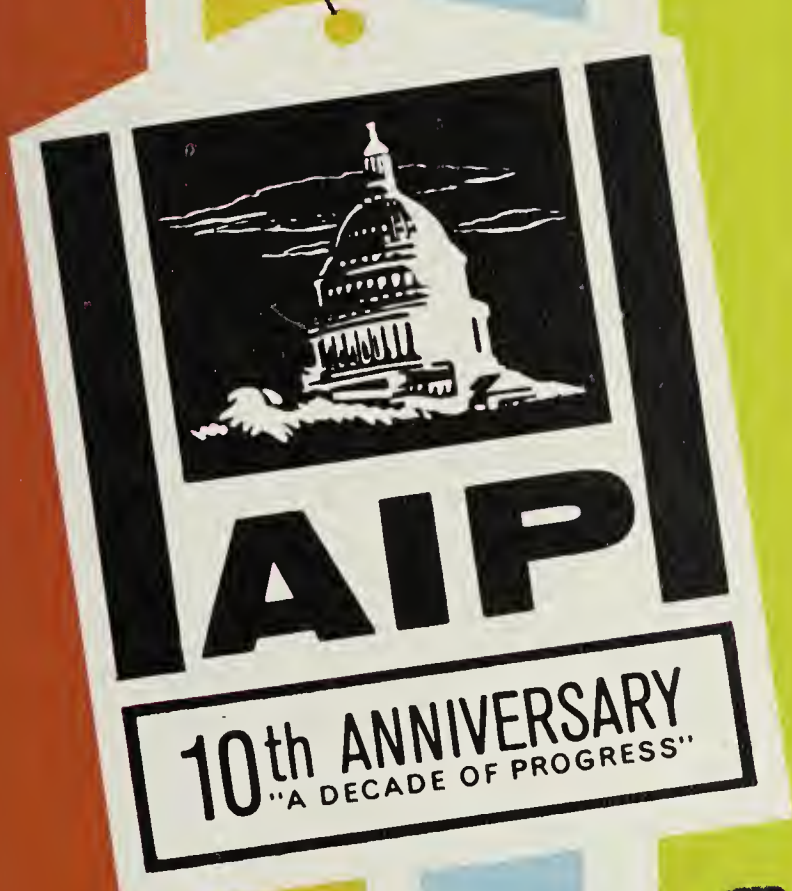
What Miss Weller apparently does not know is that for some time just such a policy has been in effect at the downtown houses of United Detroit Theatres. These have what they call the "Junior Price" for teen-agers.

## Gregory To Manage Lincoln

NEW YORK—Charles W. Gregory has been appointed manager of the Lincoln Art, being constructed by Joseph E. Levine, president of Embassy Pictures, at 225 West 57th Street.

Gregory most recently was assistant manager of the Little Carnegie, Manhattan. Gregory entered the motion picture industry by acquiring the Princess, Toronto. He operated that theatre from 1954 to 1963, when he joined the staff at the Little Carnegie.

The Lincoln Art, designed as an intimate showcase with 570 seats, will open this summer.

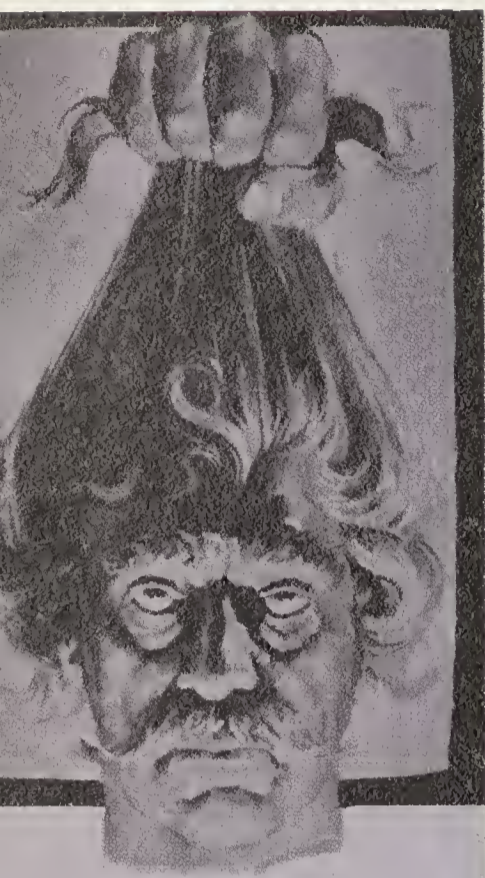


Congratulations Jim Nicholson



and Sam Arkoff





MAY, 1964

## "BLACK SABBATH"

IN COLOR

STARRING

**BORIS KARLOFF**  
**MARK DAMON**  
**MICHELE MERCIER**

Eerie, shocking melodrama, with Boris Karloff more wicked and fearsome than ever as a "wurdalak"—A vampire of medieval times who thrives only on the blood of loved ones.

From the same producer who brought us "BLACK SUNDAY."



JUNE, 1964

## Edgar Allen Poe's "THE MASQUE OF THE RED DEATH"

IN COLOR-SCOPE

STARRING

**VINCENT PRICE**  
**HAZEL COURT**  
**JANE ASHER**

The master of the macabre plays the role of a depraved, lustful medieval baron who ignores the cries of the oppressed but whose Bacchanalian orgies attract a strange, crimson-clad visitor to his castle.

Filmed in London on the most magnificent and lavish scale ever seen in an AIP production.



JULY, 1964

## "BIKINI BEACH"

IN PATHECOLOR  
AND PANAVISION®

STARRING

**FRANKIE AVALON**  
**ANNETTE FUNICELLO**  
**MARTHA HYER**  
**HARVEY LEMBECK**  
**DON RICKLES**  
**JOHN ASHLEY**  
**JODY McCREA**  
**CANDY JOHNSON**  
**LITTLE STEVIE WONDER**  
**THE PYRAMIDS**  
**THE EXCITERS**

and special guest star

**KEENAN WYNN**

The same "BEACH PARTY GANG" shifting momentarily to the danger and excitement of a drag strip with the roar of powerful motors from some of the world's fanciest hot rods.

A delightful glimpse of the new breed of American Youth... with one hand on his girl's waist and the other on his surf board.



AUGUST, 1964

## "THE TIME TRAVELERS"

IN COLOR

STARRING

**PRESTON FOSTER**  
**PHILIP CAREY**  
**JOHN HOYT**  
**MERRY ANDERS**

Filmed utilizing \$2,000,000 worth of equipment used to send an astronaut into space this futuristic exploration of unknown worlds boasts a unique ending never before seen on any screen and not likely to be seen again.

Highlighted with spine-tling surprises and startling photographic effects, some of Hollywood's finest actors make this unbelievable tale of tomorrow terrifyingly believable.



SEPTEMBER, 1964

## **"CONQUERED CITY"**

STARRING

**DAVID NIVEN  
BEN GAZZARA  
MARTIN BALSAM**

An action drama of wartime heroics played against a background of illicit romance and terrifying terror.

David Niven heads an exciting international cast as he portrays a British agent betrayed by a spy in the midst of an underground cell.



SEPTEMBER, 1964

## **"OPERATION WAR HEAD"**

STARRING

**SEAN CONNERY**  
Star of "DR. NO" and  
"FROM RUSSIA WITH LOVE"  
**STANLEY HOLLOWAY  
ALFRED LYNCH  
WILFRED HYDE-WHITE  
ALAN KING**

A hilarious comedy production featuring a pair of military malingerers a la Sergeant Bilko, with British accents. Funnier than Abbott and Costello, a cockney and a gypsy, with the brawn servicing the brain, go free-wheeling through several unorthodox business enterprises in the midst of the war for a screamingly funny merry carnival of fun.



DECEMBER, 1964

## **"THE MAID AND THE MARTIAN"**

IN COLOR-SCOPE

STARRING

**TOMMY KIRK  
ANNETTE FUNICELLO**

A pair of America's most popular young stars involved in a series of terrifying experiences with unwelcome visitors from outer space, interrupted by an occasional romantic song and dance to bring the audience from under the seats.



COMING 1965

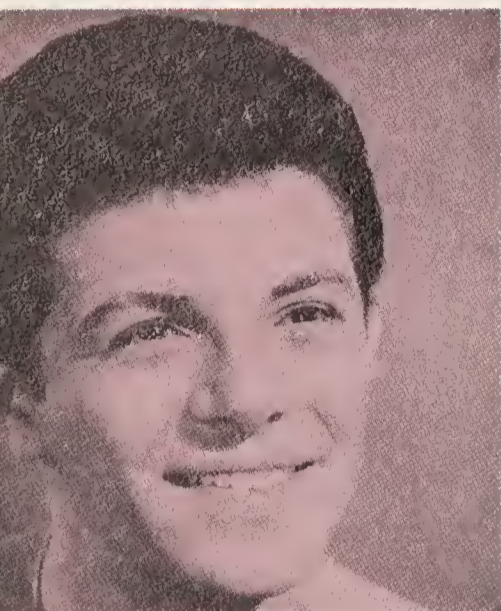
## **"PAJAMA PARTY"**

IN COLOR-SCOPE

STARRING **HOLLYWOOD'S  
YOUNG NEW STARS**

A rollicking, nerve-tingling new AIP dramatic innovation in which a pair of teenaged pretties host a pajama party in a haunted palace.

More frightening than Halloween night and more fun than a beach party, this festival of fun combines teen interest and terror interest, and introduces dozens of new Hollywood faces and figures supported by a hand-picked cast of veteran terror masters.



EASTER, '65

## "BEACH BLANKET BINGO"

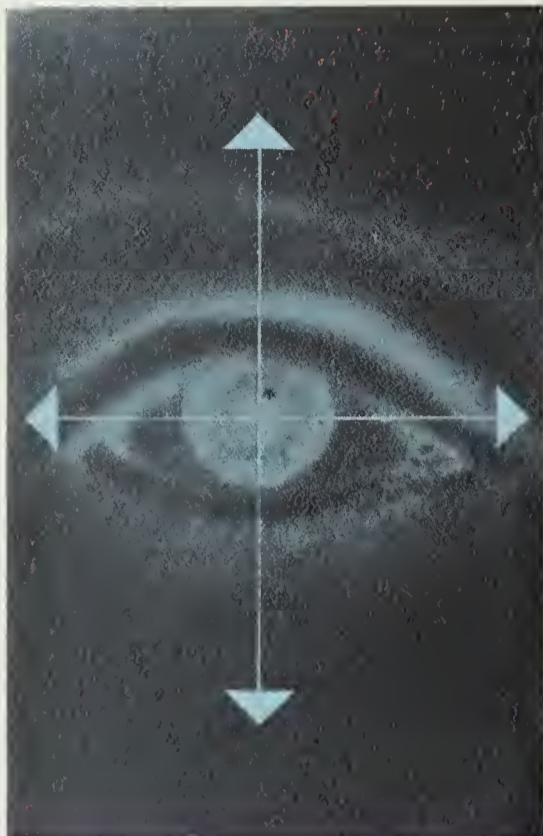
IN COLOR & SCOPE

STARRING

FRANKIE AVALON  
ANNETTE FUNICELLO

Old enough to know better but young enough not to care, the beachnik gang gets together again for another romp in the sea and the sand.

Sequel to the record-breaking hits "BEACH PARTY," "MUSCLE BEACH PARTY" and "BIKINI BEACH," the girls alone are worth the price of admission.



COMING 1965

H. G. Wells

## "2165 A.D.

### WHEN THE SLEEPER WAKES"

IN COLOR & SCOPE

STARRING

VINCENT PRICE  
MARTHA HYER

Top quality science fiction based upon an original story by H. G. Wells, the man who accurately forecast the world in which we live and the world of the uncharted future.

American International Pictures marks a decade of progress with this lineup of product which is set to light up box offices everywhere. Now celebrating its 10th Anniversary, American International has continuously shown that it is the exhibitor's company with the knowhow of merchandising and the skill to prepare for the screens of the nation the type of product the public is buying. At AIP we are enthused about the future because we have a lot to shout about: a past record which shows we are able to bring entertainment to the mass public that cannot be seen on any other media.

Our lineup of product for the 1964-65 season is one that offers a diversified combination of young, new faces and the talents of the most experienced moviemakers in the business.

Features appearing on the preceding pages are merely a sample of what is to come.

Shortly to go into production will be the first multi-million dollar production in AIP history, "GENGHIS KHAN," to be filmed in 70mm color in Hollywood and on actual location. Another in the highly successful series of Edgar Allen Poe classics will be "CITY IN THE SEA" to be filmed in Color and Scope with another of AIP's star-studded casts.

In addition to H. G. Wells' "2165 A.D.—WHEN THE SLEEPER WAKES," another classic from the pen of this master forecaster of the world of tomorrow will be "THE PORROH MAN" which promises to be an even more startling science fiction melodrama than unforgettable "THINGS TO COME!"

Other features starting production shortly are "MALIBU MADNESS," "COLOR OUT OF SPACE," "THE HAUNTED PLANET" and "SEVEN FOOTPRINTS TO SATAN!"

All of this, we believe, is the beginning of another decade of progress for American International and for the exhibitors of the world who have learned to look to the company that has and always will be their friend.

*American International*  
PICTURES

## New Jersey Twin Planned By General Drive-In Corp.

NEWARK, N. J.—New Jersey's first twin motion picture theatres, accommodating 2,000 patrons, will be built on an eight-acre tract on the north side (westbound lane) of Route 46, at the corner of Union Boulevard, Totowa, N. J.

The development was revealed recently by the J. I. Kislak Organization, Realtors, of Newark, who arranged a long-term lease of the planned cinemas to General Drive-In Corp., a national theatre chain.

Plans call for construction of a central core for lobby and projection room facilities, with theatres of 1,000 seats each forming two wings at opposite sides of the core. On occasion, both cinemas will screen the same feature film, at staggered viewing times for maximum audience convenience; at other times, each cinema will exhibit different shows. There will be paved parking for approximately 1,000 cars.

The site has 600-foot frontage on Route 46, one of North Jersey's major east-west highways. Location is in a rapidly growing retail area which includes large units of the Two Guys, Great Eastern and Topps discount chains, as well as the site for a new Bamberger's department store.

Construction of the cinemas is scheduled to start this month, with completion expected later this fall. Developer is the Abill Realty Co., headed by Abraham Gross, of New York, and William Spina, of Totowa, who recently acquired the tract through Kislak.

General Drive-In Corp. is one of the nation's foremost operators of suburban movie theatres. The new Totowa theatres are planned to be similar to those operated by General Drive-In in the Menlo Park and Cherry Hill shopping centers, and to the Cinema nearing completion in Blue Star Shopping Center, Watchung, N. J., which was also leased through the Kislak Organization.

## Para. Int. Appoints Two

NEW YORK—The appointments of Werner Rochau as advertising-publicity manager for West Germany and of Hans Van Pinxteren to special advertising-publicity assignments in Australia and New Zealand were announced by Armand Cardea, director of advertising and publicity for Paramount International Films.

Rochau, who will make his office in Frankfurt, will work under the supervision of Guenter Schack, Paramount's director of advertising and publicity for Continental Europe and the Middle East. Rochau joined Paramount's German company in 1956, and most recently was a merchandising representative responsible for Northern Germany and Berlin. He replaces Julius Kalle, resigned.

Van Pinxteren will work under the direction of Alan Wardrope, Paramount's advertising-publicity manager for Australia and New Zealand.

## TV Probe Reopens

WASHINGTON—Leonard Goldenson, president, American Broadcasting-Paramount Theatres, has been scheduled to be the first witness when the Senate Juvenile Delinquency reopens its probe of sex and violence on television. June 25-26.

Also listed to testify at the hearings are ABC's Thomas W. Moore and Henry G. Plitt.



BAY TERRACE OPENS—officiating at the tape cutting ceremonies of the new Bay Terrace Theatre in Bayside are (L to R) Eugene Picker, vice president of United Artists; Edward L. Fabian, vice president of Fabian Theatres; and Horatio Tedesco of Bayside, manager of the Bay Terrace. The theatre has a capacity of 1400, ultra-modern advances in sight and sound engineering, and a complete luxury-designed interior. An adjoining lot provides free parking for 750 cars.

## Industry Pledges Support

(Continued from page 9)

a reservoir for future infections. He and his associates have developed a vaccine that begins to work immediately upon injection, compared to others on the market that take two to three months to start working. He estimated that its use can prevent annual infections in 80 to 90 per cent of the population, and further development is awaited before governmental and other public agency action. His discovery created quite a stir at the recent International Tuberculosis Conference in Rome.

Dr. Martin J. Fitzpatrick, director of the O'Donnell Memorial Lab, is continuing a study of the body's connective tissues, and he is seeking to develop a year-round teaching program for newcomers in medicine.

The summer sessions at the Hospital bring together experienced investigators to discuss progress. The results have been published in medical journals.

Dr. Ludwig Eichna noted that years ago a program was urged at the Hospital of good medical care, a year-round research program, and an educational program for young men. All three, he estimated, are now proceeding at a satisfactory rate.

After a tour of the hospital and facilities, plaques were unveiled in the memory of such Hospital supporters as Abe Montague, Herman Robbins, Murray Weiss, William German, Eric Johnston, and F. J. A. McCarthy.

Some of the noted visitors and officials were introduced at the luncheon at the hospital attended by patients, staff, and area inhabitants, following a welcome from local officials. President Ned Depinet assured all that everyone was determined that the hospital continue to grow and become even better if this were possible.

Henry "Hi" Marin, national distributor chairman, asked attendees to take back the thanks of the committee and those at the Hospital, and he looked forward to great help and cooperation in the next fund campaign. He apologized for not reaching last year's goal of a million dollars and promised the only quota this year will be one of one hundred

per cent effort.

Producer representative George J. Schaefer, a patient last year, related his experiences and urged a greater public relations campaign as well as an expanded intra-industry program. Harold Hoffman presented the usual greetings in the form of money from his Screen Actors Guild. The gathering saw Los Angeles' own Robert L. Carpenter (Universal) accept the Man of the Year Award for outstanding effort on behalf of the Hospital, and he credited all to his associates. Other activities at the Hospital included the dedication of a beautiful, newly-developed area in the front of the Hospital with a water fountain to be known as Abe Montague Plaza, in memory of the late Columbia vice-president and former president of the Hospital.

The meeting of all attendees the next morning at Whiteface Inn saw the campaign analyzed; suggestions for increasing collections made; thanks expressed to Alan and Irvin Freedman for great lab cooperation, as well as to Irving Ludwig for his special efforts; to the trade press for its contributions; and to National Screen Service for the usual fine trailer cooperation. Two suggestions will most likely result in concrete action. One is to hold a huge breakfast for all N. Y. area managers to acquaint them with the hospital and the planned campaign, and the other should see a 20 minute documentary made to inform communications personnel about the Hospital. As regards this, Martin volunteered the services of Universal Studios and IATSE president Dick Walsh waived labor restrictions, promising full cooperation. There will be a raffle again, a Christmas Salute, theatre collections where feasible, etc.

To get back to the words of Dr. Edgar Mayer—we have beds and services ready and waiting for people in the amusement and communications industries, and we want people to know about Will Rogers. We need the missionary work of all who would help and of all who were present. The story is not ended.



Seen at a London reception for members of 20th Century-Fox's recent junket to see films in European production were, left to right, Mort Segal, publicity manager from New York; Tommy Thompson, Life Magazine; Ken Annakin, director, "Those Magnificent Men In Their Flying Machines"; Stanley Eichel-

baun; Paine Knickerbocker; Helen Yorke, 20th-Fox, San Francisco; Irene Demick; and Paul Speegle. On the right is a location shot which the junketers saw when they visited a setting for the film. Photos of the Fox junket in Germany and Italy appear on page 18 of this issue.

## LONDON Observations

By Jock MacGregor

"THE NICEST GROUP OF PEOPLE" was the descriptive 20th-Fox's European production chief Elmo Williams used in proposing the toast to the largest party of top American press, radio, and tv film reporters ever to visit these shores. And how they deserved it. They had been on a jet-age whistle stop tour to see first hand in just how big a way 20th-Fox is in business, shooting concurrently no less than three Todd-AO multimililon dollar roadshows. They had visited the "Sound of Music" unit in Bavaria and "The Agony And The Ecstasy" in Italy, and were here to learn about "Those Magnificent Men And Their Flying Machines," or to give it the alternate title, "How I Flew From London to Paris in 25 Hours-11 Minutes"—which by my reckoning is some hours more than the actual flying time involved in this monumental globe-straddling airlift by Lufthansa.

As I waited the arrival with Fred Hift, Phil Gersdorf, John Fairbairn, and other Fox men at London Airport, I could sense growing tension. The plane was delayed in Rome. Only garbled reasons were available. The baggage, it seemed, had not arrived from the hotel. As can happen under such circumstances, I suspect there were secret fears that perhaps too much had been crammed into the schedule—that Britain could even be an anti-climax. The junketeers had within a week gathered in New York from those American and Canadian cities where Todd-AO is presented, flown the Atlantic, spent two days in Bavaria, flown on to Italy, had a most scaring drive up the Carrara Mountains with only inches to spare to a thousand foot drop on one side—I heard countless references to it later—a long train journey, a night in Rome, and a 5:30 morning call for the London flight, which was now late. Lunch arrangements had gone by the board. We felt that most would be deadbeat, and some could be a bit testy, to say the least.

How wrong we were! When the plane finally arrived three hours late, some 130 men and women, with Motion Picture Exhibitor publisher Jay Emanuel at the front, came bounding down the gangway, laughingly dismissing the troubles and obviously delighted to be here. Thanks to magnificent cooperation by Customs, formalities were speeded to the maximum, and everyone was encoached for the hotels in minutes. Soon most were shopping before a reception at the Savoy and dinner at Claridges. Here they had a chance to meet the stars and personalities associated with Fox's British productions. Irina Demick, who made such an impressive debut in "The Longest Day" and has the coveted glamor role in "Magnificent Men," flew specially to London to meet this distinguished press party and became an immediate favorite. All were delighted with her friendly cooperation, which will result in countless radio-tv and press interviews as many movie cameras and tape recorders were in action. Actually, she will play no less than six different characters, ranging from a German waitress to a fashionably dressed Parisian socialite, all of whom are required by a story point to look much alike. Always in evidence was 20th-Fox's London chief, Percy Livingstone, who was busily welcoming American sales colleagues like Samuel E. Diamond, who were here with their fieldmen.

A MIGHTY POPULAR MOVE by Fox's London segment was to delay the Saturday schedule by an hour, and I should not like to estimate how many took advantage of this to buy Burberry overcoats and English pipes! A 35 mile drive took the party to the disused RAF Booker Airfield, where art director Tom Morahan has skillfully recreated the Brookland Aerodrome of 1910, complete with part of the famous motor racing circuit. Here we were all goggle-eyed. The clock had been turned back. Horse drawn coaches and carriages vied with the horseless carriages. Five planes of the period, which have been created in every detail—one is so fragile that a woman has to fly it around. Other vintage planes and vehicles dressed this enormous set, which covers many acres with hangars, windmill, sewage farm, and other buildings. It was constructed for 20th-Fox by Rank's Pinewood Studios, where the interiors are being shot. On hand were Miss Demick, director Ken Annakin, and many of his cast, headed by Sarah Miles, Stuart Whitman, Robert Morley,

(Continued on page 18)

## New Detroit Development Includes Movies, Legit

DETROIT—This, another downtown Detroit real estate bulletin, contains not only promises of business through new residential and business structures adjacent to theatres but news of considerable consequence to the local motion picture profession in general and distributors in particular.

It has been written here of a vast proposed International Village located on a downtown 20-acre site, from which skid row was erased.

Proposal moves into reality with a double auditorium motion picture theatre seating a total of 2,200. Subtracting from total cost of the new developments, funds available for the house would seem to be \$1.5 million. However, the Detroit Bureau has learned this is most probably quite conservative.

The operation award was announced to 150 International Village stockholders by president and founder of the corporation, Walter C. Shamie, at a breakfast at the Sheraton Cadillac Hotel.

Nicholas George Enterprises, on completion of new projects, will have 10 indoor and outdoor operations. It recently announced erection of a second auditorium to the plush Mai Kai completed a year ago, and a new indoor in Southgate going into construction.

The next announcement of some interest in movie circles was that of a 2,000 seat legitimate house of the three-quarter arena type. The contract to operate this was awarded to the Nederlander Theatrical Corp. Nederlander, with legitimate interests in Chicago, has in its circuit here the fabulous Fisher; the Riviera, semi-movie, semi-legit; and a number of movie houses in this area.

Seldom does entertainment start from scratch with potential of a built-in audience. Surrounding movie and playhouse will be:

A motor hotel, cost \$3.5 million; an apartment house accommodating 300, cost \$4 million, in addition to the rest of the Village.

Each of these projects is financed by different syndicates, with International included in the legitimate house. International has already applied for a \$6 million loan from the Area Redevelopment Administration and has secured additional commitments from banks and loan associations of \$2 million.

None of the foregoing were contemplated in existing plans for the development.

## Actor Dale Robertson Crusades For Clean Films

HOLLYWOOD—Actor Dale Robertson may soon be able to say, "I know every theatre manager in the U. S. personally," because that's the project on which he has embarked.

Recently, Robertson made a personal appearance at the Boardman Plaza Playhouse in Youngstown, Ohio, in conjunction with the opening of his latest Paramount picture, "Law of the Lawless," but what he considered more important was a meeting with John Broumas and Gus Linbert, heads of Bromus Theatres.

Purpose of the meeting was to discuss a subject on which Robertson has intense interest and dedication, the return of wholesomeness in motion pictures.

The actor has set out to talk with theatre men everywhere in the U. S. to get their support in his crusade for decency.

He has addressed conventions of theatre owners in Hot Springs, Ark.; Miami Beach, Fla.; and has talked to numerous state groups of theatre operators in Virginia, Maryland, and Mississippi, among others.

Robertson is convinced that families are staying away from the nation's theatres because of "too much sex, smut, and nudity" in films, and will return only when Hollywood again produces wholesome, clean stories for the entire family to enjoy.

## Para. Shifts Latin Execs

NEW YORK—Andres Sanz has been appointed Paramount's managing director for Argentina, Uruguay, and Paraguay, it is announced by Henry B. Gordon, division manager for Latin America.

Sanz, who will make his headquarters in Buenos Aires, was previously Paramount's manager in Colombia. In his new post, he replaces Sam Bekeris, resigned.

The appointment of Victor M. Cortez to succeed Sanz as manager for Colombia was also announced by Gordon.

## IFIDA Post To Michaels

NEW YORK—The IFIDA governing committee announced the appointment of Ira Michaels, vice-president and general sales manager of Janus Films, as treasurer of the organization. Michaels succeeds Peter P. Horner, who resigned recently following the sale of Union Film Distributors to a new management.

## Mrs. Greenthal To Agency

NEW YORK—Mrs. Monroe Greenthal has been appointed to the executive staff of Charles Schlaifer & Co., it has been announced by the advertising agency's president, Charles Schlaifer.

## Fox Settles RKO Suit; Pay-TV To Get Films

NEW HAVEN—An amicable settlement was reached in Federal Court here in the suit of RKO General against 20th-Fox, which until this time had refused to negotiate for product for the Hartford pay-tv test.

The out of court settlement will make available for the pay-tv operation first subsequent run and older product not released to commercial tv.

# The NEW YORK Scene

By Mel Konecoff

RUBE JACKTER, Columbia Pictures vice-president and general sales manager, reported at a press conference luncheon for Robert Cohn, producer of "The New Interns," that Columbia is going to try and show forthcoming releases to exhibitors whenever possible rather than ask them to go through blind bidding. This was possible with "Interns" as well as with the other Columbia summer releases, he said, including "Hey There, It's Yogi Bear," "The Long Ships," and "Good Neighbor Sam," and he hoped to continue whenever possible.

He noted that Cohn has turned over his film in ample time to allow a look by hundreds of bidders, and the prices quoted have been most favorable as a result. The film will be getting prime summer playing time with about three hundred situations playing off over the summer following the July 29 premiere in Chicago. With the assistance of Cohn and advertising and publicity vice-president Robert Ferguson, plenty of promotional, publicity, and advertising aids will be available to help get the entry off the ground.

According to Ferguson, the initial Cohn story about fledgling medicos, "The Interns," two years ago was the second biggest black-and-white grossing picture in company history, bringing in over five million in film rentals in the domestic market alone. The top-grosser, black-and-white was "From Here To Eternity." He related that many exhibitors have expressed the reaction that too many pictures have come into theatres unprepared, and he was determined to avoid this happening as regards Columbia product. In keeping with this, "The New Interns" has an impressive number of tie-in promotions, records, books, art work, ads, etc.

Cohn, who has been brought up with the business, has the healthy outlook that a producer must go along whenever and wherever possible to help in the selling once the project is in the can. There used to be a time when the only contact a producer had with the New York end was a personal one, but the independent producer's growth has changed all that. More and more producers are seeing the importance of post-production work and cooperation. Even producers who don't have a piece of the action should be willing to cooperate, but some don't. Cohn will tour on behalf of the film, as will the stars as schedules permit.

A NEAT REPRESENTATION of industryites was at hand to mark the exit of veteran Jesse Zunser from his posts as executive editor and movie critic of CUE Magazine at a luncheon at the Americana Hotel. President of the Radio City Music Hall, Russell Downing, paid tribute to Zunser, a reviewer for 31 years, who wrote reviews on more than 12,000 pictures in that time. He was always able to find something good in most films, difficult as this was to do at times. Downing congratulated him for his great contributions and service on behalf of the motion picture industry.

Bosley Crowther, New York Times, dwelled on the Zunser past with loving irreverence, and Arthur Mayer also contributed mightily. Charles Levy presented Zunser with a plaque, noting his years of industry service.

Zunser will continue to contribute regularly to CUE, and will do free-lance writing, lecturing, etc., but first, he and his wife Mary will tour Europe this summer.

## Film Maker's Moral Responsibility Cited By Nicholson

VENICE, ITALY — Recognition by motion picture producers of their social responsibility was recommended to the International Catholic Film Office as a way to curb morally objectionable films.

The proposal was made by James H. Nicholson, president of American International Pictures, in a speech here on "The Moral Responsibility of the Film Maker."

"It is distressing that some producers are content to fiddle with romanticism, puerile sex, and glamorized brutality while the world around them burns with confusion, fear, and incipient despair," Nicholson told the Catholic body.

"Who in all the world exercises greater influence upon customs, behavior and institutions than the motion picture producer?" the AIP executive asked.

"The bedrock of this sense of responsibility," Nicholson stated, "must be a perceptive awareness that 'all that is legally permissible is not by that fact morally good.'" He pointed out that in Nazi Germany "it was legally permissible to butcher and slaughter non-Aryans, but could any man question the immorality of this mass murder?"

He noted that under the present constitutionally protected freedoms in the United States, it is legally permissible to exhibit nudist and other questionable films despite

the fact that such films are neither morally acceptable nor recommendable.

"At American International it is our studied conclusion that such productions are neither commercially profitable nor morally justifiable," Nicholson said, "but the fact remains that it is in the gray area between the legally permissible for profit's sake, and the morally reprehensible for the devil's sake that the producer's great responsibility falls.

"It is in this area that, by the grace of God, the film producer is faced with the necessity of discharging that social responsibility which a mature exercise of freedom demands of him."

The American International Pictures chief executive concluded with a suggested code of business ethics which he asked that individual film makers adopt:

"1. Despite pressure from competitors so disposed, he must avoid morally objectionable subject matter and leering advertising.

"2. He must proudly assume the mantle of community teacher, more powerful than parent, educator, or preacher.

"3. He must divest himself of the mortal conceit that he is one of the wisest and most gifted men in the world.

"4. He must recognize and accept the burden that by charity of the Supreme Being, he is one of the world's most powerful influences for good or evil."

# LONDON Observations

By Jock MacGregor

—Continued From Page 16

Terry-Thomas, and James Fox.

Any thoughts of London being an anticlimax were dismissed. The junketeers were thrilled and many in the well stocked bar (how did I get there?) excitedly told me that it was the most impressive news story that they had had. Prominent in the costume which she wears in the film was the brightest of all new British actresses, that delightful and talented little minx, Sarah Miles. She was having a wonderful time making the most outrageous statements with tongue firmly in cheek. She will be widely quoted, and I am pretty sure that most of the visitors who have not seen her in "The Servant" will catch up with this Landau release in the U. S. A four course lunch with wines was served in a big tent, and all were high in their praise for the excellence of the meal and the service. What many would not know was that it was organized by Phil Hobbs of Location Caterers, who handles the day to day feeding requirements of the unit and has become quite a legend around British studios. He is the first choice for many producers and has taken his mobile canteen to most of the countries in which British films have been made, like Jordan for "Lawrence" and Ceylon for "River Kwai."

FACT IS MINGLED with fiction in this adventure, built around the first international air race across the English Channel from London to Paris. All stops are being pulled for laughter, but producer Stan Margulies stresses, "Our story is told to ensure the maximum amount of fun and entertainment, but it does not lessen respect for the pioneers of aviation or denigrate what they did."

How right Elmo Williams was about being the nicest people. What a cooperative crowd they were! Of course, a few minor things went wrong, but all took them in the best spirit and there was no grousing. They were too interested in getting their stories. Much credit for this must go to the Fox men on the junket and local reps for keeping everyone interested. Sam E. Diamond, Jay Remer, Hal Marshall, and a number of others whose names I regretfully did not get were obviously doing a first rate job keeping their contacts happy. One thing that I found most gratifying was the number of American colleagues who made my acquaintance because they follow this column and wanted information about other British film activities and personalities.

This was showmanship in the grand style—something that is being lost through computers and researchers in the industry. It reflected big, imaginative thinking and big spending, but it was money which has been well spent and will be repaid many times over. The very bigness of the operation enhanced its importance. In consequence, everyone involved was that much more conscious of the personal challenge to find different angles, file copy regularly, and justify his existence to his editor. It may be cheaper to bring over odd columnists for trips but they are apt to cover all in one story rather than write daily as there is no possibility of being scooped by the opposition. There was certainly no shortage of stories. Many told me that in addition to what they were wiring daily, they were stockpiling sufficient material to sustain interest in these three important Todd-AO productions regularly until their local road show presentations.

MORT SEGAL can take a big bow for having so magnificently envisaged, planned, and stage managed this bold and enterprising promotion. He should have a most exciting report to give Jonas Rosenfield, who was prevented from joining because of business in South America. This was a goodwill mission if ever there were one. I was at the airport on Sunday to see Jay safely away, and 130 really contented and enthusiastic men and women were raring for another trip, insisting on au revoir and not goodbye. As the plane headed west in the evening sun, I suspect these 20th-Fox ambassadors, many newly created, were set on catching up on the one thing that had actually been in short supply on the junket—SLEEP.



Guests of 20th Century-Fox's junket to European location spots recently saw (left) Julie Andrews, star of "The Sound Of Music," rehearsing with choreographer Marc Brieux at the Frohnburg Castle on the outskirts of Salzburg; and (right) the winding roads going up the Carrara Mountains near Viareggio, Italy, where the side of a marble mountain was pulled out for a scene in "The Agony and the Ecstasy."

## Beatles' Film Sells Out Previews In Toronto

TORONTO—The Beatles made motion picture history in Toronto when 3,098 advance-sale tickets for a four-theatre August 11 preview of "A Hard Day's Night," their first feature film, were sold out in less than 90 minutes. The motion picture, a UA release, will begin its regular engagement in Toronto at 11 theatres the following day.

This spectacular demonstration of The Beatles' drawing power as movie stars was evidenced by the long lines of fans who gathered outside of the preview theatres—The Kingsway, the Scarboro, the Glendale and the Odeon Parkdale—starting 7 o'clock Friday morning, 28 hours before the box-office opened. Their objective was the 3,098 tickets, representing the total seating capacity of the four theatres. The tickets were priced at \$1.00 each.

At the same time, both UA and the theatres were deluged with requests for blocks of 50 to 500 preview tickets from industrial and commercial firms, department stores and private individuals hoping to give the tickets to employees, customers, friends and relatives.

These requests were turned down. Ticket sales were limited to two to a customer so as not to disappoint the thousands of fans who stood in line for many hours.

Although United Artists was fully aware of The Beatles' built-in popularity as stage and television personalities, it has left little to chance in promoting the four Liverpool mop-tops as movie stars.

## Catholics Honor "Lilies"

WASHINGTON—Ralph Nelson's "Lilies of the Field" will receive the first yearly "Best Film" award of the National Catholic Theatre Conference at its annual convention, Aug. 27, in Detroit.

NCTC headquarters here has invited Nelson, Sidney Poitier, this year's Best Actor Academy Award-winner for his role in the film, and screenwriter James Poe to attend the awards banquet at which the United Artists release will be honored.

## NSS Ups Stefanic

NEW YORK—Albert G. Stefanic, veteran executive with National Screen Service, was appointed executive assistant to vice-president Walter E. Branson.

"The appointment of Al Stefanic to assume increased executive responsibility is in keeping with company policy to add greatly needed depth to the management team, from within the ranks of experienced company personnel," NSS president Burton E. Robbins stated.

## Foster Joins SW

NEW YORK—W. Stewart McDonald, vice-president and treasurer of Stanley Warner Corporation, announced the appointment of F. Lee Foster as his assistant.

Foster has had wide experience in financial administration, market research, and domestic and foreign sales. He was recently vice-president for planning and administration at Baird-Atomic Inc.

## ALBANY

Joseph Sherman, new owner, Aust's Open Air, South Glens Falls, capitalized on the public's interest in acquiring the new John F. Kennedy half dollars by offering them for 50 cents plus regular admissions for two or more over a three-day period. The coins are now selling at a premium. . . . Schine's Rialto, Glens Falls, reopened after a close-down for employees' vacations. . . . Fred Haas, chief construction engineer for Fabian Theatres, was in town. . . . Three active Variety Club members, former chief barker G. Brandon Donahue, press guy Fred Shaver, and Geoff Davis participated in a public relations seminar held under the auspices of The Communications Arts Guild, Albany Roman Catholic Diocese at Our Lady of Angels Seminary, Glenmont.

## ATLANTA

The 29th annual Georgia Association convention was held at Callaway Gardens. A record crowd of 400 television and radio executives, manufacturers and broadcasting engineers attended. A feature was the first state wide broadcast engineering conference ever held in the U. S. . . . A. B. Craver, president, Midwood Theatre Corporation, and manager, Plaza, Charlotte, N. C., died in a Charlotte hospital after a lengthy illness. . . . William G. Enloe, long time district manager for eastern North Carolina for Wilby-Kincey Theatres Corporation, is a candidate for the state senate for North Carolina. . . . Ann Taylor, cashier clerk at Universal, has resigned to take a position outside of the industry. . . . Esther Osley, long with Exhibitor Service, also resigned to accept employment outside of the industry. . . . Cox Cablevision Corporation, newly formed subsidiary of Cox Broadcasting Corporation, has bought Clatsop Television Company, owners of community antenna tv systems in Oregon. . . . Mike Carmichael, Allied Artists branch manager in Charlotte, N. C., has gone to Iowa for a check up. . . . Bob Bowers, Allied Artists branch manager in Jacksonville, Fla., was hospitalized there for a heart ailment, but is now getting along fine. . . . Oscar Howell, president, Capital City Theatre Supply Company, is in Piedmont Hospital here for treatment.

## BOSTON

Joseph E. Levine, native son, returned to his home town for the premiere of "The Carpetbaggers" at Ben Sack's 4400-seat Music Hall. He headed a planeload of actors and personalities, headed by Carroll Baker in a diamond studded transparent gown. For the first time in a premiere in Boston, tickets were sold to the general public, and guests were put in the loges. In addition to Miss Baker, other stars and personalities at the gala premiere were George Peppard, Bob Cummings, Archie Moore, scriptwriter John Michael Hayes, George Weltner, new Paramount president, George Jessell, and Sophie Tucker. At a press conference, Levine disclosed a special project, a joint venture with Russians and Italians in the first Russian made film featuring American actors. It is based on the story of the Italian troop retreat from Russia during World War II. Levine introduced Pearl Buck to the Boston press, radio, and tv people, and announced that Sophie Loren has agreed to play the empress in "Imperial Woman," as soon as shooting schedules can be arranged. . . . A blazing Hub premiere is being set for



General manager Raymond Willie, left, and Bob White, manager, Interstate Circuit's Majestic, Dallas, are shown with the 1920 cornerstone of the theatre as they read copies of newspapers which were sealed in a metal box behind the cornerstone.

Samuel Bronston's Cinerama "Circus World," starring John Wayne, Claudia Cardinale, and Rita Hayworth, at the Boston Cinerama Theatre on Thursday, June 25, James Tibbetts, manager, announced. The New England premiere will take place simultaneously with New York and Chicago. The Boston Cinerama is finishing its run of "It's a Mad, Mad, Mad, Mad World," which will have completed 31 weeks before "Circus World" opens.

## BUFFALO

James J. Hayes, manager, Cinema, and past chief barker of Tent 7, is working with all committee heads and members to make the 37th annual Variety Clubs International convention in Buffalo, June 30 to July 2, the best ever. Chairman Myron Gross, registrations committee, is enthusiastic over the way registrations are coming in for the big powwow. He hopes to hit the 1,000 mark by the time the convention opens. The 1964 convention journal has been a huge success, with more than \$33,000 in ads. Hayes says additional workers are needed for all committees and urges any member of Tent 7 who would like to aid in the convention work to contact him at the Cinema. . . . Harry L. Berkson and Nathan Dickman, partners in B & D Distributors and also in exhibition, have received plans for the new drive-in they will soon start building in the Town of Tonawanda. . . . Jack Allen, writing in Courier-Express, says, "The profitable friend of local television stations is the feature movie, always handy as an easy substitute for costly local programming. The major networks also are finding that movies are sure-fire fillers for schedule gaps, often outrating programs produced especially for television. Both NBC-TV and ABC-TV in the fall will offer movie packages. And the mediocrity of much regular tv fare makes the better feature films most appealing to viewers." . . . "The Paramount and Center theatres have begun the celebration of an exciting Summer Film Festival, during which some of the great attractions will be presented for the entertainment of our patrons," said Arthur Krolick, district manager, American Broadcasting-Paramount Theatres. . . . The Central Drive-In, Rochester, built by the late William Tishkoff in 1946, and since his death in 1952 op-

erated by his widow, Dorothy, and son, Jack, has been leased to the General Cinema Corp. of Boston. The transfer gives the New England operating company its second out-doorer in Rochester. For the last 10 years, it has operated the Empire Drive-In, West Webster, N. Y. . . . The marquee of a new theatre will shimmer on the edge of the future Liberty Pole Green—the tiny park planned at East avenue and Main street in Rochester—where new buildings are rising. It will be a fine arts theatre housed in the nearby Baptist Temple auditorium. The structure will be rebuilt as a modern motion picture theatre, and possibly also for stage productions, by the Jo-Mar Enterprises, Inc. The firm, the partnership of John R. Martina and Morris P. Slotnick, operates several Rochester theatres and has just built the Stoneridge, scheduled for an early summer opening. . . . Robert C. Hayman, head of Hayman Theatres, Niagara Falls, and president of the Jewish Center of Buffalo, has authorized Rekoon Construction Co. to proceed with the construction of the Jewish Center's indoor swimming pool and women's locker room facilities. . . . The Loew-operated Teck, which has been closed for a brief spell, has been reopened with "For Those Who Think Young." It is expected that the Teck will resume the showing of Cinerama productions soon.

## CHARLOTTE

Verdicts awarding \$138,224 in damages in suits involving a fatal automobile collision in which a Durham, N. C., theatre owner was killed and the manager of the theatre seriously injured were reversed by the North Carolina Supreme Court. The court held that Superior Court Judge H. Hoyle Sink should have allowed a motion for a nonsuit. The accident in question occurred Nov. 1, 1959. Killed was Nathan Schwartz, 63, then owner of the Rialto, Durham, and seriously injured was George Forgy, 46, then manager of the theatre. They were occupants of a station wagon driven by Schwartz's wife, which was in a collision with an automobile occupied by two other Durham men, both of whom also were killed. The suits were in-

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A lingerie show tied in with Kayser-Roth was a highlight of the premiere activity of Universal's "Bedtime Story" at the RKO Palace, New York City. Also included was a day-long salute by radio station WINS. A WINS disc jockey is seen before the mike in the theatre lobby introducing one of the models.

stituted against Schwartz's wife, Mrs. Evelyn Schwartz Goldblatt, who since has remarried, and the estate of John Edward Mitchell, driver of the other car.

## CHICAGO

Evergreen theatre in the Evergreen Shopping Plaza opens June 24 with a benefit for the Park Lawn School for Retarded Children. The new house is owned by Ray Marks and Martin Rosenfield. . . . Richard Salkin, 64, manager, Commercial theatre, Chicago, died in the Michael Reese Hospital. He is survived by his widow, a son, a sister, and a brother, Leo B., one of the leading booking agents for theatrical acts. . . . Marc Lefebvre, former vice-president of Pepsi Cola, has joined Seeberg Corporation as vice-president in charge of field operations. He is well known to theatre and concession trade. . . . Cameron Gordon, Wilmette, Ill., was elected president of Seeberg Corporation. . . . Kohlberg Circuit plans to build a 1,000 seat hardtop in the Brownport shopping district. The Circuit has taken over the Victory Outdoor theatre, 1,200 car capacity, with Robert Brill named manager. . . . E. L. Goldberg, retiring from the sales staff of Paramount, was honored at the "King for a Day" ceremonies conducted by Variety Club's Tent 26. Kermit Russell, Russell Films, was emcee. Fred Bunkleman, Universal, spoke as president of Coliseum of Motion Picture Salesmen, an organization formerly headed by Goldberg. Vic Bernstein, chief barker of

Variety, announced that the board of directors will send a sizeable donation to LaRabida Sanatorium, their pet charity, in honor of Goldberg. . . . Verne Cronk opened the Fox, LaPorte, Ind., and Lester Metuck reopened the Tropical, Chicago Heights. . . . Bob Conn, central division manager of 20th Century-Fox, resigned after 20 years of service to join Warner Bros. . . . Chicago's film censor board refused permit for "Europe in the Raw," nudie travel film, which Plaza Art was to show. . . . City theatre tax for May was \$26,185, representing a 10 percent increase over May, 1963. . . . Michael Todd has a new summer policy for the showing of "The Fall of the Roman Empire." It now has continuous performances at popular prices. . . . John Panegasser, 67, projectionist at the Granada, died of a heart attack while he showed a movie at the theatre. . . . Dick Salkin, veteran exhibitor, has suffered another stroke. . . . Fox, LaPorte, Ind., is reported to be under picketing because it is non-union. . . . Italian American Committee of Chicago, assisting the Stritch School of Medicine, is sponsoring June 23 premiere of the "Unsinkable Molly Brown" at the Palace. . . . Jerry Bierce was named manager, Capitol Court, new Stanley Warner property in Milwaukee. Bierce formerly was assistant manager, Riverside, Milwaukee. . . . Stanford Kohlberg purchased national distribution rights to "Vice Trap," and will change its title to "Bad Girls Do Cry." Dave Friedman will prepare campaign for early openings in this territory. . . . Chicago Used Chair Mart is reseating the

Milford, operated by H and E Balaban chain. . . . Mrs. Irwin Joseph will take over business conducted by her late husband, to include management of Hilltop Drive-In. Bob Bachman, L and M Management, will do booking for Hilltop. . . . Mrs. Bessie Gilbreth was named at a regional meeting of IATSE special departments as a delegate to the international convention, July 20 in Louisville, Ky. . . . Variety Club will sponsor the official opening of "My Fair Lady" on Oct. 24, and the English Speaking Union will sponsor the benefit opening of the film on Oct. 23. . . . Clark theatre is featuring its 12th annual film festival. 128 film classics will be shown for 64 consecutive days.

## CINCINNATI

"Amusement Fair on Fountain Square," the brain child of Don Wirtz, Times Theatre, is the theme of Cincinnati Unlimited's "accent" on Cincinnati—City of Excitement for June. For three nights in late June, the fair will display the entire range of amusements and recreation in Greater Cincinnati on the Fountain Square. Downtown theatres will be ready—with the openings of "The Unsinkable Molly Brown" at the Grand; "The Circus World," Capitol; and "The Pink Panther," Times. International '70 has "The Chalk Garden," and the Albee and the Keith will have exciting films. It will be interesting to watch the development and reaction to the amusement fair, with the downtown exhibitors offering fresh products, still the best bargain for the amusement dollar. . . . "Island of the Blue Dolphins," with a saturation of approximately 50 situations opened after an intensive publicity campaign. Producer Robert B. Radnitz was here, and Celia Kaye, the film's star, was in, being missed by movie critics E. B. Radcliffe, Enquirer, and Dale Stevens, Post & Times-Star, who were on the junket for 20th-Fox films in Europe.

## COLUMBUS, O.

Manager Sam Shubouf, Loew's Ohio, awarded the Jerry Lewis victory trophy to 21-year-old Sandra Leonardi, winner of the 1964 Miss Firefighter title at the annual Firefighter's Ball. The award was held in connection with the coming showing of "The Patsy" at Loews Ohio. . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, was awarded an honorary degree of Bachelor of Commerce in speech and public relations at commencement exercises of Capitol College here. . . . Ralph Winkler, president, Cinema South Theatre Co., Dayton, Ohio, and Robert Mills, vice-president and general manager, are the newest members of the state organization, it was announced by Ken Prickett. . . . Dedication of a plaque on the facade of Loews Ohio will be a civic event of July 24, opening day of MGM's "The Unsinkable Molly Brown." The plaque commemorates the fact that the old Columbus City Hall once occupied the theatre site. Franklin County Historical Society is sponsoring the dedication. Manager Sam Shubouf, Loew's Ohio, is cooperating in the event.

## DALLAS

Walter E. Armbruster, Dallas Universal branch manager since 1956, will replace Robert N. Wilkinson as regional sales manager. Wilkinson has been appointed Universal's assistant general sales manager. Roy Smith, local office manager, will take over duties as branch manager. . . . Paul Mantee, seen as Robinson Crusoe in "Robinson Crusoe

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on Mars," is scheduled to be a visitor on a promotional tour on behalf of the film. . . . The Children's Development Center will sponsor the premiere showing of "Circus World" on June 24 at the Capri. Tickets will be \$10, \$6, and \$4, with Mrs. Clint Murchison, Jr., in charge of reservations. . . . Raymond Willie, vice-president and general manager of Interstate Theatres, had the three downtown theatres, the Palace, Majestic, and Tower, open last Thursday at 9:45 a.m. A special price of 50 cents for adults and 25 cents for children was offered between 10 a.m. and noon. All discount cards were honored at 35 cents, according to James O. Cherry, city manager. The occasion was the Downtown Dallas Days celebration. . . . Donna Loren, teen age singer, was a recent visitor here en route to San Antonio to appear at the Teen Fair of Texas. Miss Loren appeared in two movies, AIP's "Muscle Beach Party" and "Bikini Beach Party." She is scheduled to appear in "The Maid and the Martian". . . . Irv Berwick has concluded the shooting of "See No Evil," which has been shot in the local area. . . . The local film company, Phillips-Marker Productions, are scheduled to make four films in Dallas, the first being "Demon of Devil's Lake," teen-age science fiction film. . . . A dinner was held here honoring Paul Rice and his wife Billie prior to their leaving for Indianapolis, where he will assume new duties as manager for Paramount. . . . Virgil Miers, motion picture columnist for the Dallas Times-Herald, was a visitor on the set of "Hush Hush Sweet Charlotte" in Baton Rouge, La., where Joan Crawford, Bette Davis, Agnes Moorhead, and Mary Astor are currently shooting scenes. . . . The Park Plaza D-I has been opened at nearby Irving, Tex. It has one of the largest screens in the southwest, the latest in stereophonic sound, an ultra modern concession stand, a supervised playground, and all paved. On opening night, there were flowers for the ladies and candy for the children. . . . Robin Teagarden, comptroller of Interstate Circuit, Inc., will receive the Dallas Chamber of Commerce's Life Member Award at a luncheon in the Baker Hotel. Teagarden will be recognized for sponsoring 100 new chamber members during a 12 month period.

## DENVER

John Roberts, booker for Wolfberg Theatres, is reported doing nicely following a recent operation and will be back at his desk soon. . . . World premiere of "The Unsinkable Molly Brown" at the Denham is creating considerable interest, with stars Debbie Reynolds and Harve Presnell here in person. Mrs. Vera Cockrill darkened her theatre for two days to prepare for the event. . . . The Ute, Saguache, Colo., is to be reopened after a year by Mr. and Mrs. Earl McDaniel. . . . John Denman, city manager, Fox Intremountain Theatres, and managing director, Centre, conducted a contest to find the girl most resembling Hayley Mills to publicize "Chalk Garden," the current attraction. . . . Marvin Goldfab's daughter, Terry Ellen, is reported going to Disneyland to work following her graduation from George Washington High School this year. Goldfab is district manager for Buena Vista. . . . Herb Gumper, Center, Colo., has closed his drive-in there as well as his Round Up Drive-In, La Jara, Colo. . . . A 15-minute movie guide program is being conducted on a local radio station in Monte Vista, Colo., by George Kelloff, Star Drive in, to create interest in his current and coming films. . . . Wayne Aspinall (D) Senator from the Western Slope of Colorado,

screened "The Unsinkable Molly Brown" for a gathering of approximately 100 of his fellow Congressmen in Washington, D. C. . . . Several new hardtops are reported in the planning stage for the suburban areas surrounding Denver.

## HOUSTON

Sid Balkin, Columbia publicist here, has placed his home on the market, and after selling will move to Hollywood. . . . An array of Hollywood stars including John Wayne, Coleen Gray, Rhonda Fleming, Victor Jory, Tony Easley, Susan Seaforth, Walter Brennan, will be among 10 film and television stars who will perform at the Sam Houston Coliseum on June 24 at 8 p.m. to support constitutional action to permit voluntary prayers and scripture reading in public schools. . . . Yogi Bear and Boo Boo appeared on theatre stages in conjunction with the multiple opening of Columbia's "Hey There, It's Yogi Bear."

## JACKSONVILLE

C. L. King, local AIP manager, and V. J. Bello, Atlanta AIP manager, have teamed up their ideas to provide an interesting contest for exhibitors of the two areas to celebrate AIP's 10th anniversary sales drive, July 22-Aug. 18. Each booking of an AIP feature will provide exhibitors a chance to win U. S. Savings bonds worth \$100, \$50, and \$25. The name of the first-place winner from each exchange area will be sent to Los Angeles for entrance in a grand-prize drawing which will provide a week's trip to Hollywood for two persons with all expenses paid. . . . During the local first run of "Flipper's New Adventure" at the downtown Florida, manager Walt Meier gave fine cooperation to the manager of another Florida State Theatres' house, Al Hildreth, relief manager, suburban Edgewood, to provide excellent advertising for "Hey There, It's Yogi Bear" in advance of its opening at the Edgewood. Youngsters entering the Florida's lobby could pick up a telephone and hear the voice of Yogi Bear, via a taped recording, invite them to attend a performance of "Hey There, It's Yogi Bear" at the Edgewood. . . . Ed McLaughlin, Columbia manager, and his staff kicked off the company's 40th anniversary drive two weeks in advance by supplying exhibitors of the area with an eight-page booklet of all Columbia screen product now available. . . . A WOMPI rummage sale is scheduled on July 11 at the Brentwood Housing Project. . . . The home trailer in which Sherry Dobbs, 20th-Fox staffer, resided was turned upside down and destroyed by a freak tornado. . . . Marvin Skinner, who operates three theatres and doubles as an independent booker for other theatre owners, took time out for a flying trip to Cameron, Tex., where he attended his daughter's graduation from high school. . . . Renee Eckert, daughter of Columbia's Philomena Eckert, received her honorable discharge from the Women's Army Corps and joined Charley King's staff at the AIP branch office here. . . . It is reported that "Snake" Richardson, who recently retired as AIP manager in Atlanta, has moved to Panama City, Fla. . . . The newest local WOMPI member is Rosa Martin, secretary to John Harlan, Florida State Theatres home office.

## MIAMI, FLA.

On "Rhino," a radio contest has been set up for listeners to identify sounds of jungle animals, one of which is a rhino. Correct answers will receive prizes of passes. The pic-

ture is playing in local drive-ins and the Town and Rosetta. . . . The Parkway has started a new policy with the opening of "South Pacific." There'll be only one show on week nights with an intermission. Weekends, the performances will be continuous. "The Cardinal" and "Lawrence of Arabia" will be on the same basis. . . . Alfred Caldwell, Essex, Hialeah, set up a milk-drinking competition for cats to be held in front of the theatre, in connection with the showing of Walt Disney's "Thomasina." Youngsters were invited to bring their cats to the theatre where a bowl of milk was provided each animal. Grand prize winner, naturally, was the kitty to drink all the milk first. . . . Woody Woodbury, a "favorite son" in Ft. Lauderdale for the past half-dozen years, and a favorite club performer in Miami for six years before that, visited the Olympia Theatre building recently for the first time since playing the Olympia stage show, billed fourth or fifth. This time, Woody had top billing, hosting an invitational screening of "For Those Who Think Young," his first screen appearance. The picture opened at the Olympia, Beach, Gables, Shores, Coral Ridge-Ft. Lauderdale, and the Florida-Palm Beach. . . . The Hialeah Art, controversial "nudie" house, has been closed recently because of vandalism. The theatre will reopen soon under a new name, "The Family Theatre," and under a new policy. . . . C. W. F. Bethell, Nassau, Bahamas, theatre owner and

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operator, was among others named in Queen Elizabeth's Birthday Honors list. Bethell, who is also leader for the government in the Bahamas Senate, was awarded the C. B. E. (Commander of the Most Excellent Order of the British Empire, Civil Division). . . . Florida State Theatres' new Suniland Theatre in the south Dade County suburban area will open June 25 with a benefit for the Volunteers of the South Miami Hospital Auxiliary. "Good Neighbor Sam" is the opening film. . . . "Michel," the talking poodle, had quite an itinerary when he visited the Miami area in connection with the opening of "Wild and Wonderful" at Florida State Theatres. . . . Florida State Theatres' annual Summertime Fun Show for children opened with Wednesday programs in several theatres. . . . A coloring contest was run in the Miami News in conjunction with the opening of "Hey There, It's

Yogi Bear," at the Florida, Coral and Boulevard. . . . Jim Maury, North Dade Drive-In, and Walton Oakerson, Coral Way Drive-In, had "first aid" stations, monster displays, and montage 40 x 60 in connection with their showings of "Evil of Frankenstein." . . . Bob Brower, Palm Springs, was winner of \$100 tax paid in the Wometco 1964 summer movie club advance season ticket sales contest. Vincent Hamelin, Gateway, was winner of \$100 tax paid for selling the most group sales. . . .

### NEW HAVEN-HARTFORD

Bill Decker, Stanley Warner Strand, Hartford, got a note from old exhibition pal, Charlie Latta, now with Associated British Pictures Corporation in London. Latta was formerly with Warner Bros. Theatres in the U. S. . . . Allen M. Widem, Hartford Times amusements editor, has been reelected secretary of the West Hartford Development Commission. . . . The Barnum, downstate Bridgeport, has been experimenting with Thrift Nights, charging 75 cents admission for all. . . . Bristol radio station WBIS hosted a screening of "It's a Mad, Mad, Mad, Mad World" at the Cinerama, Hartford, to appropriately mark the station's 10th anniversary. . . . A newly-disclosed Hartford Community Renewal Program report, commenting on city population drop between 1950 and 1960, asserts that the population level can be probably held relatively static for the next few decades, but will keep dropping compared to the region's population, which will be near 800,000 by 1980. . . . Ernest A. Grecula, general manager, Connecticut Cinema, Inc., operating the first-run Art Cinema, Hartford, is now using the phrase, "Associate Feature," to identify companion attractions. "On many occasions," he remarked, "our patrons have rated films listed as co-features as just as good if not better than the advertised main attraction."

### NEW ORLEANS

The Paramount exchange is enthused over the big playdate drive which will run for the rest of the year. . . . Mrs. Lawrence Woolner has returned to Hollywood where Woolner Brothers Pictures will henceforth have their offices. . . . Variety Club of New Orleans, Tent 45, will sponsor the premiere of "Circus World" at Martin's Cinerama on July 1. . . . The local WOMPI held their installation dinner in the Rose Room of Kolb's Restaurant with Helen Bila, Paramount Gulf Theatres, taking over her official duties as president for the ensuing year. . . . Willard Kaminer has taken over the operation of the Hazel, Hazelhurst, Miss., from M. A. Connett Theatres. . . . Percy Duplessis now has his El Rancho Drive-In, DeRidder, La., on full time operation. . . . The St. Mary's Drive-In, Berwick, La., is closed temporarily. . . . A group of local WOMPI's entertained the ladies at St. Anna's Home. . . . Kay Dwyer, daughter of Louis Dwyer, who is in the booking section at Gulf States Theatres home office, received a scholastic scholarship award from Mississippi's Industrial Scholarship Fund. . . . Mr. and Mrs. Harry Thomas and son attended the reopening of Gulf States Theatres' Palms, Fort Walton, Fla. . . . Mrs. Dolores Parker, Gulf States Theatres home office bookkeeper, resigned to await the arrival of a blessed event. . . . Actor Paul Mantee accompanied by Barney, the woolly monkey, were in to help in the promotion of Paramount's "Robinson Crusoe On Mars," which had a day and date opening in 19 area situations. . . . Eugene

Calongne and Jules Sevin, New Orleans neighborhood theatre owners, have ventured forth in the operation of a plush restaurant, The Andrew Jackson, located at 221 Royal in the French Quarter.

### PHILADELPHIA

Alen Strulson is trading under the name of Alan Pictures. His office is at 1612 Market Street. . . . Investigation by the state fire marshal's office of a recent \$60,000 fire at Price's Corner Drive-In, near Wilmington, Del., resulted in the arrest of a teen-ager employed there as a handyman. The early morning blaze started in a heater room and spread quickly to the projection booth. . . . A Chair of Talmud was established in memory of David Supowitz at the Beth Jacob School in the school's George Friedland Institute. . . . A sign announced that General Cinema, Boston, Mass., would erect a theatre in Jenkintown, Pa.

### SAN ANTONIO

Elvis Presley's "Viva Las Vegas" has smashed all attendance records at the Texas. The boxoffice shows 17,745 paid admissions over the first five days. Tom Powers, city manager, Cinema Arts Theatres, said that the Beatles fans would get their chance in August when "A Hard Day's Night" will play at the Texas. . . . Robert Radnitz, producer of "Island of the Blue Dolphins," was a visitor here on a promotional tour in behalf of the film. . . . Pola Negri, at her home here, has announced that she is negotiating with her New York book publishers, and her autobiography should be ready some time next year. Miss Negri is to be seen in Walt Disney's "The Moon Spinners," to be released next month. . . . Judy Noble won the top \$50 cash prize as winner of the jigsaw puzzle contest sponsored by the San Antonio News and the Cinema Arts Theatres in connection with Elvis Presley's latest picture, "Viva Las Vegas," showing at the Texas. Several hundred entries were received. Six runners-up received an LP Elvis Presley album, and 25 additional winners received an Elvis Presley 45 rpm record and a pass to the Texas. . . . Ignacio Torres, manager of the Alameda, sent Dan Quill, postmaster of San Antonio, a giant invitation, six by four feet, for him and all the town's postal employees to see the new Cantinflas film, "Entrega Inmediata." Torres pointed out that "Entrega Inmediata" means special delivery and that the Mexican comedian is cast as letter carrier who becomes innocently involved with a spy ring. The honor to Quill was on his 30th anniversary as the city's postmaster. . . . Pepsi Cola Bottlers here have issued a teen discount coupon which is good for the forthcoming showing of "For Those Who Think Young," opening at the Texas on July 3. The coupon allows a discount of 50 cents.

### SEATTLE

Aug. 3 is the date for the annual Film Row golf tournament which will be held this year at the Glendale Golf and Country Club. . . . Homer J. Schmitt, office-manager-salesman at Columbia, is making a splendid recovery after his recent illness and will soon be released from Northgate Hospital. . . . Universal Pictures are now booking their product into the local first-run drive-ins. . . . "The Moon Spinners" (BV) is going into the Orpheum in August. . . . The new cashier-booker at Allied Artists is Georgia Hutton, replacing Vern Walcott.

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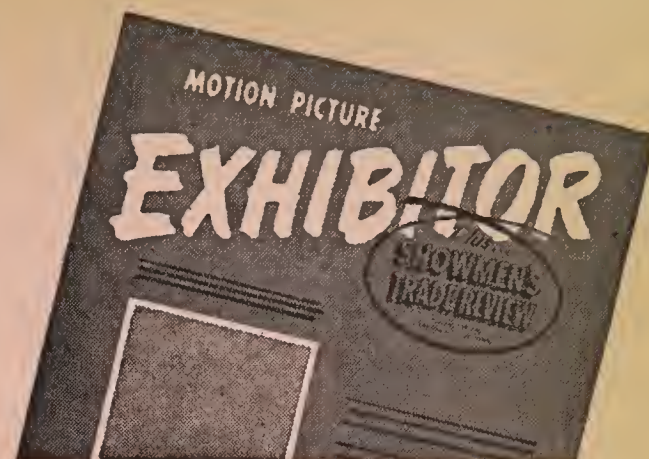
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SECTION TWO  
Vol. 71 No. 24

JUNE 24, 1964

## BUENA VISTA

### The Moon-Spinners

DRAMA  
119M.

Buena Vista  
(Technicolor)

**ESTIMATE:** Good adventure entry.

**CAST:** Hayley Mills, Eli Wallach, Peter McEnery, Joan Greenwood, Irene Papas, Pola Negri, John le Mesurier, Paul Stassino, Sheila Nanock, Michael Davis, Andre Morell. Produced by Walt Disney; co-produced by Bill Anderson; directed by James Neilson.

**STORY:** Hayley Mills and her aunt, Joan Greenwood, are traveling through Greece, and arrive on the Island of Crete, where Irene Papas refuses them rooms at the Hotel Moon-Spinners because of her brother, Eli Wallach. Greenwood is persistent, and forces entry, and they meet Peter McEnery, a young Englishman. He and Mills are attracted to one another. He is forced to break a date with Mills when Wallach and an accomplice wound him. McEnery is trying to clear himself of a jewel robbery charge and suspects that Wallach is implicated. Mills helps him hide out, but is captured by Wallach, who holds her captive in a windmill. She is freed by McEnery with the aid of a local youngster. Further adventures uncover others in the ring of jewel thieves, and finally, Pola Negri, infamous jewel collector, is thwarted in her attempt to purchase the loot. Police clean up the mob, and Mills and McEnery consider a honeymoon back to Crete.

**X-RAY:** Teen-agers and the young at heart should get pleasure from this entry, which deals with the adventures of a teenage girl and a young man. Throw in the beautiful Grecian locations and scenery (most of the picture was shot on Crete), a band of odd-ball villain types, and a tense, suspenseful yarn, and you've got a colorful family attraction. Performances, direction, and production are good, although the story is a bit on the long side. Screenplay by Michael Dyne based on the book by Mary Stewart.

**AD LINES:** "A Holiday Trip That Will Set You On Edge"; Hayley Mills In Her Most Exciting Role Yet."

## COLUMBIA

### Good Neighbor Sam

COMEDY  
130M.

Columbia  
(Eastman Color)

**ESTIMATE:** Highly amusing entry.

**CAST:** Jack Lemmon, Romy Schneider, Dorothy Provine, Michael Connors, Edward Andrews, Louis Nye, Robert Q. Lewis, Anne Seymour, Linda Watkins, Tris Coffin, Riza

Royce, Joyce Jameson, Charles Lane, Peter Hobbs, Neil Hamilton, William Forrest, The Hi-Lo's, and Edward G. Robinson. Produced and directed by David Swift.

**STORY:** Jack Lemmon is getting fed up with not getting anywhere in the advertising agency owned by Edward Andrews. The latter is badgered by client Edward G. Robinson, who doesn't like his milk account handled by unwholesome staffers, and he orders a good family man to be placed in charge or else. Lemmon is suggested by friend Robert Q. Lewis, and he makes a suggestion for the campaign which pleases Robinson. Lemmon arrives home to find that his wife's old friend, Romy Schneider, has moved in next door while her grandfather's estate is being settled. Wife Dorothy Provine insists that he be real friendly to her. In order to get the 15 million dollar estate, Schneider learns from her lawyers that she must be living in a married state with husband Michael Connors. Since she is separated from him, this is difficult. To circumvent snooty relations, she gets Lemmon to pose as Connors until the estate can be settled. Things become complicated when Louis Nye, private investigator, takes up a stance across the street, and Lemmon is forced to continue the pretense. Schneider drives him to work, and he is placed in the position of introducing her as his wife to Andrews, the staff, and Robinson. Lemmon is even forced to spend the night with Schneider. Schneider's husband, Connors, shows up, and she wonders if the prospect of the inheritance lured him back. In order not to complicate things, Lemmon is forced to let him spend the night under the same roof with Provine. Schneider tells Lemmon she is going to give him a million dollars when the will is settled, and he resigns. At this point, he notices that the billboards plugging Robinson's milk are using him and Schneider as an average husband and wife to sell the product. They have to spend the night defacing the billboards around town, or else the will might never be probated. Schneider and Connors are reconciled, and Lemmon is now free to go home to a waiting Provine.

**X-RAY:** There's lots of fun to be found in this comedy of errors as good neighbor Jack Lemmon is forced into a variety of situations lending themselves to the comic. The story is a bit on the long side, and if it were edited a bit, the pace would be improved as well. The cast is good, and direction and production are extremely capable. A bit of extra promotion and hoopla can convince people to come in, after which a lightweight plot and some expert shenanigans should entertain most viewers. The screenplay is by James Fritzell, Everett Greenbaum, and David Swift, based on the novel by Jack Finney.

**TIP ON BIDDING:** Higher bracket in many situations.

**AD LINES:** "Rollicking Fun All The Way With Good Neighbor Jack Lemmon And A Cast of Expert Laugh-Getters"; "Everybody Will Tell His Neighbor—This Is A Blues-Chaser Loaded With Laughs."

## UNITED ARTISTS

### The 7th Dawn

MELODRAMA

United Artists  
(Holdean)  
(Technicolor)

**ESTIMATE:** Tale of political upheaval in Far East will need selling.

**CAST:** William Holden, Susannah York, Capucine, Tetsuro Tamba, Michael Goodliffe, Allan Cuthbertson, Maurice Denham, Sidney Tafler, Buelah Quo, Hugh Robinson, Tony Price, Griffiths Alun, Christopher Allen, Yap Mook Fui, David Keith, James Massang, R. William Koh, Allan Wong, Ibrahim Bin, Noel Chow, Hew Thian Choy, David Weinman, George Zakhariah, Seow, Tommy Cheng, Kip Bahadun. Produced by Charles K. Feldman; directed by Lewis Gilbert.

**STORY:** American engineer William Holden; Malayan-Chinese Tetsuro Tamba; and Eurasian Capucine had been guerrilla fighters who harried the Japanese in Malaya at war's end. Holden buys a rubber plantation and tries to persuade Tamba to stay, but he is determined to go to Moscow and finish his education. Capucine refuses to go with Tamba, and stays with Holden. Years later, Capucine is a teacher in a local village school, while Holden has prospered. Communist terrorists have launched a campaign to drive out the British, and Maurice Denham, a small planter whose groves have been mutilated and who is afraid, decides to quit and sell out to Holden. He is murdered. Holden learns that Tamba is back in Malaya directing the terrorist campaign from a jungle hideout. Holden searches Tamba out. The terrorist is friendly but unwilling to compromise. He orders an armed guard to escort Holden from the camp. Holden meets Susannah York, daughter of Englishman Michael Goodliffe, new Governor. Subversive elements soon destroy the peace, and when the Regency ball is attacked by grenades, Holden rescues York. The village of the attackers is burned and the whole population evicted. While fleeing from the scene, Capucine encounters Tamba, who has an easy task persuading her that her loyalties lie with the terrorists. Holden finds her and asks her to marry him. However, she is arrested and charged with carrying armed grenades, which were planted by Tamba. She is sentenced to death. Goodliffe offers a deal. Capucine's life will be spared if she and Holden lead the authorities to Tamba's hideout. The price is too high, they refuse, and she is sentenced to hang. York offers herself to Tamba as a hostage in the hope that her father will release Capucine. Tamba, however, plans to execute York unless Capucine is freed. Holden tries to flush Tamba out of his hideout. As the Communists are attacked, York and Holden capture Tamba, with York killing him during a fight on the way back. Holden is wounded, and Capucine is executed. Holden leaves the country.

**X-RAY:** There are a number of angles that can be sold in this expose of Communist terror campaigns in the Far East. These include the "names," the color, fine photography, the effective acting, and the extraordinary production values. Incidentally, William Holden makes a heroic try at re-establishing the familiar hero image. The screenplay by Karl Tunberg, based on the novel, "The Durian Tree," by Michael Keon, however, is another matter, for while it has been updated to conform with today's headlines, it is still cliché-ridden, and because of this interest may wander. The colorful background and geographical surroundings are impressive.

**AD LINES:** "Torn From Today's Headlines"; "Upheaval In The Far East."

## A Shot In The Dark

COMEDY  
101M.

United Artists  
(Mirisch)  
(DeLuxe Color)  
(Panavision)

**ESTIMATE:** Strictly for fun and profits.

**CAST:** Peter Sellers, Elke Sommer, George Sanders, Herbert Lom, Tracy Reed, Graham Stark, Andre Maranne, Douglas Wilmer, Vanda Godsell, Maurice Kaufman, Ann Lynn, David Lodge, Moira Redmond, Martin Benson, Burt Kwouk, Reginald Beckwith, Turk Thrust, John Herrington, Jack Melford. Produced and directed by Blake Edwards.

**STORY:** His superiors at the Paris Surete try to keep inspector Peter Sellers away from the more important cases since his bumbling can do more harm than good. When a murder occurs at the home of wealthy George Sanders, Sellers is accidentally assigned to the case. Although maid Elke Sommer is accused of the deed, having been found with gun in hand, Sellers refuses to believe her guilty. Besides, she is very attractive. Chief inspector Herbert Lom, to whom Sellers has been a thorn for years, hurriedly pulls him off the case before he can do too much damage and orders the arrest of Sommer. The next day, influential voices order that Sellers be reassigned to the case, and he has Sommer released so that he can follow her. He finds her with another body back at the estate. She goes to prison again, and again Sellers releases her, this time following her to a nudist camp where he has to undress. Sommer shows him the body of a maid in the Sanders household, and they flee naked from Lom and his men. Before they can get into clothes, they attract quite a following. In and out of prison again, Sellers takes her out for a night on the town, hoping to arouse the killer's jealousy, and a number of attempts are made to kill Sellers, only to have innocent victims become dead ones. At the evening's end, a bomb interrupts a romantic interlude in his apartment. He calls together Sanders, his wife, and the rest of the staff in the huge house for a showdown. He gets them bickering among themselves, and when the lights suddenly go out, they all make a dash for Sellers' car, which a gibbering Lom had wired with a bomb. All are destroyed while Lom is foiled again. Sellers and Sommer wind up in love.

**X-RAY:** This wacky comedy about Peter Sellers as a bumbling French police inspector sort of continues his antics in "The Pink Panther," and some of them are really funny. When the comic sessions touched the funny bones of a special preview audience, the roars were loud enough to drown out the dialogue. Of course, there were a few slow spots, but generally speaking, most audiences should have a ball with master comedian Peter Sellers. Fine support is given by the others, with Elke Sommer having the most to do. She does it with the proper Continental attractiveness. The direction and production are good, and the story is just a series of pegs on which to hang the fun bits. It dresses well in color. The screenplay is by Blake Edwards and William Peter Blatty, based upon the plays by Harry Kurnitz and Marcel Achard. A song behind the

kookic and applause-getting titles, "Shadow of Paris," is heard.

**TIP ON BIDDING:** Higher bracket in some situations.

**AD LINES:** "Peter Sellers As The Bumbling Police Inspector Of 'The Pink Panther' Continues His Misadventures For More Fun"; "Beautiful Women And Bodies On All Sides Didn't Phase Inspector Peter Sellers One Bit . . . They Only Added To The Fun."

## UNIVERSAL

### McHale's Navy

COMEDY  
93M.

Universal  
(Color)

**ESTIMATE:** Feature based on tv show is moderately amusing.

**CAST:** Ernest Borgnine, Joe Flynn, Tim Conway, Carl Ballantine, Gary Vinson, Billy Sands, Edson Stroll, Gavin MacLeod, John Wright, Yoshio Yoda, Bob Hastings, Claudine Longet, Jean Willes. Produced and directed by Edward J. Montagne; associate producer, Si Rose.

**STORY:** In 1943, the men of PT Boat 73 under the command of Ernest Borgnine have two enemies, the Japanese and Captain Joe Flynn, whose goal is to catch them in some wrong-doing that warrants a court martial. The latest project of the crew is to run horse races based on the delayed results from the track in Australia. Visiting Marines place bets on the winning horse in such large amounts that the crew can't pay off. Looking for ways to raise money, they persuade Borgnine to stop in New Caledonia, where Borgnine hopes to borrow the needed money from old flame Jean Willes. The latter agrees to give him what he needs if he will marry her. He is not quite ready for that. Meanwhile, ensign Tim Conway rescues Claudine Longet from wealthy but obnoxious George Kennedy, and also damages one of Kennedy's warehouses with the boat. The crew has to pay for damages or go to jail. Enroute back, they find a racing horse on board a wrecked vessel and decide to enter him in a race that could solve all their financial woes. They disguise him and their private Japanese POW agrees to act as jockey. During the race, a Japanese sub starts shelling the area, and Borgnine and his crew accidentally capture it, becoming heroes. They square away all their debts with reward monies and are clear until Conway rams the warehouse again.

**X-RAY:** To the host of television fans of this successful series, this entry will be merely an elongated tv show with the same cast and situations. To others, who are unfamiliar with the proceedings on their small screen, this shapes up as a moderately amusing service comedy that will see youngsters and family audiences getting a number of chuckles from on-screen nonsense. The performances are adequate, and the direction is broad and utilitarian. Production values are good, with color providing an assist. The screenplay is by Frank Gill, Jr., and G. Carleton Brown, based on a story by Si Rose.

**TIPS ON BIDDING:** Higher program rates.

**AD LINES:** "A Service Comedy Serving Up Loads Of Fun For Everyone"; "A Funny Television Show Becomes An Even Funnier Motion Picture In Wondrous Color."

## MISCELLANEOUS

### The Troublemaker

COMEDY  
80M.

Janus Films

**ESTIMATE:** Odd-ball comedy.

**CAST:** Tom Aldredge, Joan Darling, Theodore J. Flicker, James Frawley, Buck Henry, Charles White, Godfrey Cambridge, Bernard Reed, Michael Currie, Leo Lerman, Al Freeman, Jr. Produced by Robert Gaffney; directed by Theodore J. Flicker.

**STORY:** Chicken farmer Tom Aldredge comes to the big city to open a coffee house and to get to know people. He looks up college friend Buck Henry, who is a successful lawyer and who has quite a passion for girls. Aldredge signs a lease with James Frawley for a broken down store in which to open his coffee shop, and he next learns that going into business is not an easy matter. There are all types of city employees who have to be paid off. He refuses to indulge in graft and finds all kinds of troubles ensue despite Henry's efforts to assist him. Aldredge becomes friendly with one of Henry's girl friends, Joan Darling, who tries to help by giving suggestions, encouragement, and herself. He tries to trap the crooks on a tape recorder which he turns over to the city crime commissioner, only to have him reveal himself as behind the ring of graft takers. Aldredge winds up completely changed and the new head of the syndicate dealing in all areas of dishonesty.

**X-RAY:** This is a wacky, satiric comedy that has its moments of fun and laughter. It is also sufficiently off-beat and adult to wind up in many of the art houses. Interest is well-enough maintained, and the acting, direction, and production are fair. The original story and screenplay are by Buck Henry and Theodore J. Flicker.

**AD LINES:** "A Really Different Comedy"; "Life In The Big City Has Its Pitfalls And Pratfalls As 'The Troublemaker' Finds Out."

### The Barbarians

MELODRAMA  
83M.

Hemisphere Pictures  
(Italian-made)  
(Dubbed in English)

**ESTIMATE:** Large scale period picce.

**CAST:** Pierre Cressoy, Helene Remy, Vittorio Sanipoli. An Oro production; presented by William Pizor.

**STORY:** In 1527, the royal families of Italy feud among themselves while Rome is about to be attacked by the Spaniards. The father of Helene Remy is murdered by rivals, who put the blame upon her innocent lover. Feuds are forgotten as the Italians unite in the fight against the attacking Spaniards. In the end, the Italians are victorious, and Remy, who has learned of the innocence of her lover, marries her heroic man.

**X-RAY:** With a cast of thousands, this Italian-made spectacle contains many well staged ancient battle scenes once it gets started. The pageantry is at times impressive, and although without name strength for over here, the entry of uncertain vintage will do as part of the program in most spots. While offering nothing new or startling, in black and white, it is an okay time filler. It is action-packed all the way.

**AD LINES:** "The Sack Of Rome By The Spaniards"; "A Swashbuckling Romance Of Yesteryear And The Heroic Defense Of The Sacred City."

### Blood On The Balcony

DOCUMENTARY  
92M.

(Jillo Film Prods.)  
(Italian-made)

(English titles and narration)

**ESTIMATE:** Effective documentary on rise and fall of Mussolini.

**CREDITS:** Produced by Roberto Rossellini; directed by Pasquale Prunas; edited by Romeo Ciatti and Mario Sereandrei.

**STORY:** Footage is to be seen here of Benito Mussolini from the time he was a young agitator back in 1914 through 1945, when he died. He is shown both in private and in public, as a sportsman and dictator. How he hypnotized thousands and wound up dead is also detailed.

**X-RAY:** Benito Mussolini has been neglected filmwise, comparatively speaking, while his companion dictator, Hitler, has been seen time and again on screens everywhere. This documentary makes up for the neglect to some extent, and it delves into all facets of  
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**BLOOD ON THE BALCONY**

(Continued from page 5182)

the Italian dictator's life. For those interested, this is being advanced as the first complete biography of Mussolini, and it may have some attraction for students of history and for the curious. The editing, production, and direction are capable, and it could do okay in the art spots and other areas where documentaries are acceptable.

AD LINES: "The Rise And Fall Of A Dictator"; "Mussolini—A Man Of Mystery Until Now."

**Doctor In Distress**

COMEDY DRAMA  
 103M.

Governor Films  
 (English-made)

ESTIMATE: Fair import.

CAST: Dirk Bogarde, Samantha Eggar, James Robertson Justice, Mylene Demongeot, Donald Houston, Barbara Murray, Dennis Price, Jill Adams, Timothy Bateson, Jessie Evans, Fenella Fielding, Frank Finlay, Michael Flanders, Derek Fowlds, Pauline Jameson. Produced by Betty E. Box; executive producer, Earl St. John; directed by Ralph Thomas.

STORY: Things are normally hectic at a British hospital, where gruff James Robertson Justice is the chief surgeon. He falls and slips a disc in his back. When he is given soothing physiotherapy by Barbara Murray, he falls in love with her and tries going on a diet to lose weight, being nice to the help, etc., to further his cause. He even takes advice from staff doctor Dirk Bogarde, who has been smitten by model Samantha Eggar, when she shows up with a sprained ankle. She wants a career in the movies and Bogarde tries to help. When she goes off to Rome, Mylene Demongeot takes over her apartment. Bogarde is intrigued with her superhuman strength, but he is also happy to be rid of her when Eggar returns. Justice proposes, but Murray decides she really loves another patient. Things revert to near normalcy as Justice becomes his usual gruff self, and Bogarde takes up again with Eggar.

X-RAY: There are a number of comic scenes to be found here that are good for

a chuckle or two, but on the whole, the entry is too long and some of the situations are a bit on the labored side. The performances are adequate, as are direction and production. Audiences may be attracted by the title, thinking they are going to see one of the madcap "Doctor" series. The screenplay is by Nicholas Phipps and Ronald Scott Thorn.

AD LINES: "When Doctors Fall In Love, Anything Can Happen"; "Fun And Drama In A General Hospital."

**The Raiders Of Leyte Gulf**

MELODRAMA  
 80M.

Hemisphere Pictures  
 (Made in the Philippines)  
 (Spoken in English)

ESTIMATE: Okay dualler for programs.

CAST: Liza Moreno Efren Reyes, Michael Parsons, Leopold Salcedo, Jennings Sturgeon. Produced and directed by Eddie Romero.

STORY: While waiting for General Douglas MacArthur to keep his promise that "I shall return," native Philipinos keep busy harassing their Japanese captors with guerrilla warfare. An American paratrooper arrives on a mission to aid them and promptly falls in love with a native girl guerrilla fighter. After much planning, the guerrillas are successful in killing most of the Japanese.

X-RAY: This attempt at film making by a Philippine company should prove okay as part of the program in most spots. It is an interesting study in guerrilla warfare and has been competently produced, directed, and enacted, although the story does contain most of the usual war cliches. The unknown cast will not help, but the film has exploitation possibilities along patriotic lines.

AD LINES: "Courageous Philipinos In Guerrilla War"; "Behind The Lines In The Philipines."

**Yanco**

DRAMA  
 85M.

Jay K. Hoffman  
 (Mexican-made)  
 (English titles)

ESTIMATE: Interesting art house entry.

CAST: Ricardo Ancona, Jesus Medina, Maria Bustamente. Directed by Servando Gonzalez; executive producer, Miguel Gonzalez.

STORY: Ricardo Ancoma is an eight-year-old Mexican boy in a remote village whose sensitive ears can't take the discordant noises around him. He often escapes into the peace of a deserted island on the river. There he plays strange tunes on a home-made violin. The other children taunt him with their noise-making, Maria Bustamente, tires to correct his sensitivity by taking him to the village sorcerer, but it's of no help. One day, she takes him to a market place where he sees an old man playing a violin called "Yanco." He follows the old man, who teaches him to play. When his mother falls ill, he is unable to visit his teacher, and the old man dies in his absence. A storekeeper takes the violin to defray burial expenses, and when Bustamente asks the price, she is driven away. The boy finds a way to steal the instrument, practice nightly, and then return it. His nightly music disturbs some of the people, and during a fiesta, they decide to go after the evil spirit they think is responsible. The boy and the instrument elude them on the river but are drawn into a deadly whirlpool and perish.

X-RAY: Conversation and titles are kept to a minimum as the poignant story is easily told visually and through some very effective and arty photography. It's a simple tale that should be of interest to the patrons of the art and specialty spots. The acting is good, and direction and production are capable, although the pace is a bit on the slow side. The entry has been honored with awards at a number of film festivals, and this could also help in the selling. Director Gonzalez also wrote the screenplay.

AD LINES: "An Unusual Story That Has Won 16 International Awards"; "An Unusual Tale About An Unusual Boy."

**DO SAVE . . . pink REVIEWS**

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered and indexed, and punched for a standard ring binder. Establish your seasonal set.

## ALPHABETICAL GUIDE TO 295 Features Reviewed

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JUNE 24, 1964

SECTION THREE

Vol. 71 No. 24

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## Ron Gorton's "Panic Button" Ballyhoo Sparks Charlotte, N. C., Openings

After five days of top exploitation and merchandising stunts, the premiere of Ron Gorton's "PANIC BUTTON," kicked off at the Cinema One Theatre and South DI 29 in Charlotte (N.C.) resulting in a sensational opening day which was three times better than normal business. This business continued resulting in a record first week as reported by Harold Lewis, manager of the theatre and Bill Talbot, operator of the So. 29 Drive-in.

The Charlotte population witnessed many top exploitation and merchandising stunts telling them about the coming of "PANIC BUTTON," from an airplane in the sky plugging the film, to a giant Hootenany Dance in the city square, with just about every other "see and hear" stunt possible.

After round the clock interviews of producer Ron Gorton and singing star, Johnny Kaye on radio and TV shows—resulting in one of the most extensive schedules arranged for a producer and singer; every station had been visited approximately five to seven times for each personality. Gorton continually plugged the opening of the film, and Johnny Kaye sang the tunes from the film which he had recorded—and he too mentioned theatre and date of opening.

A few of the most far reaching interviews of Gorton were: Ann Bangils of Channel nine TV, who devoted a full 20 minutes to the film, bringing equipment to the pool-side of Gorton's hotel. "Arlene" of the Winston-Salem Journal interviewed Gorton, allowing him to speak for a full 15 minutes without interruptions. Emery Wister, of Charlotte Observer, carried on his interview, while the "Panic Button" girls continually barged in for instructions. Gorton finally met with leading radio/TV dj's at the DJ luncheon at the Metropolitan Club, held in his honor.

In addition, the arrival of Gorton at the airport, the Bikini Girls parading the streets of Charlotte in a pioneer wagon pulled by several mules, and the Hootenany Dance Party, were covered and carried by the news cast TV time several times before opening date.

Charlotte and surrounding cities were covered with TV spots, especially via WBTV whose heavy schedule covered 67 surrounding areas. Radio was used extensively during preopening on selected prime times. DJ's showed their great interest in the songs from the film, by adding theatre name and date continuously.

More than a thousand adults and teenagers took part in the "PANIC BUTTON" Hooten-



The public turns out for the Charlotte, N. C., premiere of Ron Gorton's "Panic Button" at the Cinema One.

any in the city square. Prizes were offered and awarded at the finals in the theatre lobbies. Parents and children competed to the delight of the on-lookers. During the Hootenany, the MC plugged the opening "here at the Cinema One and South DI 29." Johnny Kaye obliged the crowd by singing songs from the film, and finally handed out autographed records to the crowd.

A special wrestling bout named the "PANIC BUTTON" was held at the Arena, before a capacity crowd of six thousand. Gorton, producer of the film, was introduced to the jammed arena, and thanked the city for giving him this opportunity of bringing the American Premiere to Charlotte. Then the six "Panic Button" Beauties, attractively dressed in bathing suits were introduced to the crowd.



Producer Ron Gorton is congratulated by Governor Terry Sanford and wife at the premiere of "Panic Button" at the Cinema One, as aide of Governor looks on.

Wrestling Champ Skull Murphy held one girl high over his head, showing off her sign for Panic Button. Later, Skull Murphy and Ivan Kameroff carried two of the girls on their shoulders, their signs easily viewed by the audience, who howled as the girls sat on the shoulders of the giant-like wrestlers. Approximately eight plugs for the opening at the Cinema One and South DI 29 were made by the officials and announcer at the Arena.

Another important stunt was the "DJ Night" at the Charlotte Metropolitan Club, at this affair the DJ's of Charlotte played host to honor Ron Gorton, Johnny Kaye, Sue Campbell, starlet, and the "Panic Button" Girls. All DJ's signified their desire to spin the "PANIC BUTTON" tunes for their own particular audiences, as they applauded the new catchy tunes.

A major stunt, was the appearances of Johnny Kaye on radio, television, and interviews with the press. After a tour of all media, Kaye met teenagers and adults, and proved a popular personality with them. They yelled requests during his parading, and when he stopped, he obliged with a song whenever possible.

Kaye proved a hit at Belks Department Store's music department. He handed out autographs, while the sales people continuously played his Panther Recordings of the songs from "PANIC BUTTON." Coverage of the event was done by WIST radio station.

Besides making stage appearances on opening day, Kaye greeted the patrons as they entered the theatre.

Tune Contests were set with DJ's of radio stations WAYS and WSOC, Harold Lewis, manager of the Cinema One and Bill Talbot, operator of the South DI 29, were advised by the radio stations of the genuine success of the tune contests.

Nearly every adult and teenager downtown was handed a miniature "Panic Button," which when pressed, squeaked. Even Mayor Brookshire of the city had his "Panic Button."

A parade of cars carried Gorton, Miss Campbell, Kaye and the "Panic Button" Girls during the PA's. Each car was sniped with a big bulls-eye sign, with the message "See Panic Button at the Cinema One and South DI 29." Six lovely North Carolinian beauties, chosen as the "Panic Button Girls" handed out the Panic Buttons during the PA schedule.

Cross trailers were run for a week before opening at the nearby Charlotte theatres, with the tag "See Panic Button" at the Cinema One and South DI 29.

A lobby sign in the Cinema and South DI 29 announced "Limited Free Johnny Kaye recordings from Panic Button on opening day."

Sue Campbell, starlet and chosen by Ron Gorton for a part in his next production, made her own numerous PA's on radio, TV and at

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# AIP Provides Exhibitors Book On Handling P. A.'s Of Stars

A specially prepared manual outlining company procedure for handling the public appearance tours of its stars has been serviced to exchanges, exhibitors and theatre managers by American International Pictures.

An industry leader in the use of star personalities to promote its films from coast to coast, AIP's handbook recommends procedure for airport arrival ballyhoo, radio and TV appearances, autograph parties, hotel accommodations and newspaper interviews.

The manual makes a special point of urging courtesies and credits to cooperating non-theatrical companies. Exhibitors are urged to "give a big picture of the star with his car" to the auto dealer who loans a convertible as a prime part of AIP public relations procedures. It is also urged that the star's departure be made as big an event as his arrival.

During recent months, AIP stars Frankie Avalon, Annette Funicello, John Ashley, Jody McCrea, Dolores Wells, Donna Loren, Amedee Chabot, Darlene Lucht, Morey Amsterdam, Don Rickles and others have visited more than 40 cities during which they chalked up a record 286 radio interviews, 197 newspaper interviews and 215 TV interviews; attracted more than 100,000 fans to airport arrivals and autograph parties, and collected the keys to a dozen cities.

## Filmack Trailers Reduced

CHICAGO—A strong exhibitor trend toward the use of full color for special trailers and merchants advertising films was noted this week by Bernie Mack, president of Filmack Trailer Company.

Because of the increased volume of trailers being ordered in color and a Filmack laboratory improvement in filming methods, Mack announced that this company has reduced the price of these trailers in color. Reductions range from 10 to 25% depending on the type of trailer ordered. Exhibitors' letters to Filmack have indicated that they feel using color makes special trailers more effective and has increased their profit margin on the sale of screen ads.

Mr. Mack also announced a 20% decrease in the price of adding narration to both black and white and color trailers, due to the increased volume of business for this type of trailer.

## New Movie Stamp Plan

T. J. Movie Stamp Company, St. Louis, Mo., is introducing a new Movie Stamp promotion plan which is said to benefit the merchant, the theatre and the customer.

Customers need only 50 stamps to fill a folder representing a value of \$1.00 good for theatre admission and the difference, if any, in cash.

The stamps are issued by the merchants and the theatres are redemption centers.

When a filled folder is presented at box-office of participating theatre, admission ticket is issued at the prevailing rate and the change from the 'dollar' is given in cash to the customer, with the cash usually finding its way to the concession stand.

The cost to merchants is said to be very low and the stamps are sold by the theatres.

## Managers Incentive Contest On Warners' "Seven Hoods"

A theatre-managers incentive contest, offering \$1,500 in cash prizes, will be conducted by Warner Bros. in connection with the release of the big summer musical comedy, "Robin and the 7 Hoods," starring Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby, Peter Falk, Victor Buono and Barbara Rush.

First prize of \$500 in cash will go to the manager who submits what is judged to be the best local promotional campaign for the Technicolor-Panavision film. A bonus prize of a set of First Flight golf clubs will be awarded for the most unusual single stunt.

Judges of the contest will be Ernie Grossman, Warner Bros. national director of exploitation and promotion; Fred Herkowitz, RKO Theatres director of advertising and publicity, and Harry Goldberg, Stanley-Warner Theatres director of advertising and publicity.

Theatre managers must submit their "Robin and the 7 Hoods" campaign books by October 1, 1964, to Robin Managers Contest, Warner Bros., 666 Fifth Avenue, New York, N. Y., 10019.

## Lufthansa Plugs "Circus"

Samuel Bronston's "Circus World" in Cinema is being promoted nationally in a major tie-up with Lufthansa Airlines, which is distributing a special film featurette, "Once Upon A Circus Tale."

Photographed during the filming of the adventure spectacle, the ten-minute short is being offered for free showings to women's groups, youth organizations, clubs and travel agents. Modern Talking Picture Service is handling the distribution of prints for Lufthansa.



Jill St. John is aglitter with the idea of modeling aluminum pots and fans in this scene from MGM's "Honeymoon Hotel." Department stores will hold contests inviting contestants to guess the weight and contents of specially designed "Honeymoon" suitcases.

## "Molly" Done Up "Brown" At Gala Denver Premiere

The legendary Molly Tobin Brown, who rose from abject poverty in Leadville, Colorado, to Queen of International Society, returned to her home state via the premiere of Metro-Goldwyn-Mayer's musical story of America's Cinderella, "The Unsinkable Molly Brown" at Denver's Denham Theatre.

A premiere in the truest and most glamorous tradition of the motion picture industry, the event was also a triumphant homecoming for Molly Brown, who at first was rejected by the Sacred Thirty-Six of Denver Society, became legend in her own lifetime and the toast of five continents as The Unsinkable Molly Brown.

Participating in the two days of official festivities preceding the premiere, which was for the benefit of the Metropolitan Association for Retarded Children, were Debbie Reynolds, Harve Presnell, George C. Killion, a member of the MGM Board of Directors, Robert M. Weitman, Vice-President and Studio Head and Mrs. Weitman, Producer Lawrence Weingarten, Clark Ramsay, Executive Assistant to the President in Charge of Marketing, Howard Strickling, Vice-President, Emery Austin, Assistant Director of Advertising, Publicity and Promotion, Andrew Sullivan, Exploitation Manager, Dave McGrath and Ed Edmiston of the Exploitation Department, and Norman Kaphan, in charge of photographic services. The official host for the premiere festivities was Colorado's Governor John A. Love.

When the "Molly Brown" company was on location in Colorado, Governor John Love issued an executive proclamation requesting that the world premiere be held in Molly Brown's home state.

Debbie Reynolds, who arrived on the morning of the premiere via a special "Molly Brown" flight from Los Angeles, was welcomed to the Mile High State by Denver's Mayor Thomas Currigan. She was presented with the first bouquet of the "Molly Brown" carnation, created in her honor by the Colorado Carnation Growers Association, by David Sparks, the 1964-65 Poster Boy of the Metropolitan Association of Retarded Children.

Preceding the welcoming ceremonies at Denver's Stapleton Airfield, the crowd, estimated by police to be in excess of 2,500, that had gathered to greet Miss Reynolds, was entertained by Denver's famous Firehouse Band.

Riding in a 1922 Rolls-Royce, Miss Reynolds, accompanied by Harve Presnell, city officials, and representatives of the Metropolitan Association for Retarded Children, led a parade of 10 vintage cars, reminiscent of the period when the real Molly Brown reigned as queen of Denver society, to the state capitol building in downtown Denver. Courtesy of the Colorado Carnation Growers Association, Miss Reynolds' car was completely covered on the inside with 7,000 flaming red "Molly Brown" carnations. Miss Reynolds arrived in Denver wearing one of the Morton Haack costumes she wore in the film.

At the State Capitol Building, Miss Reynolds, Presnell, George C. Killion, Lawrence Weingarten and Mr. and Mrs. Robert M. Weitman, were greeted by Governor John A. Love. On the 13th step of the Capitol Building, exactly one mile above sea level, Miss Reynolds and Presnell were sworn in as Honorary Citizens of Colorado.

In the afternoon, Denver's Hilton Hotel  
(Continued on page EX-595)



Everybody in the Greater Miami, Fla., area knew from this 'book' display that Allied Artists' "The Thin Red Line" was playing at the Carib, Miami, Miracle, 163rd Street, and Palm Springs theatres. The promoted truck and display are shown in front of the Miracle, Coral Gables.

## "MOLLY BROWN"

(Continued from page EX-594)

was the site of a press conference, attended by representatives of local as well as national news media, hosted by Robert M. Weitman. During the buffet, which preceded the conference, Mayor Thomas Currigan presented replicas of the Denver Dollar to Miss Reynolds and Presnell and awarded the Honorary Colorado Ambassador's sash to Messrs. Weitman, Weingarten and Ramsay.

In addition to the afternoon press conference, Miss Reynolds, Presnell, Robert Weitman and Lawrence Weingarten fulfilled an extensive schedule of interviews, radio and television appearances.

Prior to departing for the Denham Theatre for the premiere performance of "The Unsinkable Molly Brown," the official MGM party was the guest at a champagne buffet at the Brown Hotel, also for the benefit of the Metropolitan Association for Retarded Children. The Brown Palace Hotel, decorated a special "Molly Brown Suite" in honor of Miss Reynolds visit.

Though curtain time at the Denham was not until 8:45 P. M. and Miss Reynolds and Presnell not scheduled to make their appearance until 8:00 P. M., crowds began gathering at the theatre as early as 4.00 in the afternoon. However, the crowds, again estimated by police to be near the 3,500 mark by 7:00 P. M. were not without entertainment. MGM had engaged the famous Lancers to give a square dancing exhibition in front of the theatre and later provided popular music for street dancing.

After a fifteen minute concert, featuring selections from "The Unsinkable Molly Brown," at the Brown Palace Hotel, the 42 piece Gold Sash Band, led Miss Reynolds, Presnell and the MGM entourage through downtown Denver to the Theatre. The entourage included flag bearers, Miss Colorado, Cheryl Sweeten, Mayor Harris of Leadville, Colorado and Miss Moly, the winner of the annual Leadville Pageant, girls dressed in Molly Brown fashions, and a contingent of Leadville prospectors complete with pick, shovels and burros. Miss Reynolds wore her famous Red Bird of Paradise gown from the picture.

# British Activities

by Jock MacGregor

Noting mentions of local inhabitants in the national press can pay big dividends. J. Caufield, assistant at the ABC, Halifax, relaxing on a Sunday with that great British institution, The News of the World, read that the daughter of Pte Jones, 593, one of the 11 heroes who received the Victoria Cross for his part in the epic battle depicted in Joseph E. Levine's "Zulu" lived in the district. He immediately showed the story to manager Donald S. Mawditt who acted with speed. He checked the voting lists for the county, followed up several trails, and finally tracked her down under her married name of Barlow. Though 81 years old she was thrilled to accept an invitation to attend the opening night as her father had retold his version of the brilliant stand so often. He then was happy to have the Mayor and Mayoress, Chief Constable and all the civic dignitaries accept his invitation to be present and meet the little lady. The Duke of Wellington Regiment readily agreed to provide a guard of honor that later lined up in the auditorium and presented arms before the main titles while the buglers sounded the Last Post. For the reception the South African Wine Farmers Association and Dews provided wines and spirits without charge and cigarettes were supplied by Rothmans. The press got an excellent seat selling human story which was played up big. Mrs. Barlow took with her her father's faded press cuttings and a bible engraved in gold "Souvenir of Rorke's Drift—January 22 to 23, 1879" and learned his Victoria Cross is now housed in the South Wales Borderers Regimental Museum. Her verdict: "They have made a very good picture and it makes me very proud." The assistant's alertness certainly paved the way for a tie-up which gave added point and prestige for a civic opening to spotlight a theatre and a film.

A borrowed 18 foot skiff hull, elaborate false head and tail pieces, a poster for a sail and all mounted on a trolley with two staff men dressed as Vikings and Lee C. Prescott had an eye-catching street stunt when "The Long Ships" played the Odeon, Bury, Lancs. It toured the district for two hours on each day of the booking visiting the busiest parts. Having succeeded in getting the Bury Times to publish the "Long Ships" maize children's competition, he persuaded the editor to run off further copies carrying copy tying in the paper's junior readers club with his theatre's Boys and Girls Club for distribution at his Saturday morning matinee to plug the regular booking. Prescott also got a big break in the evening papers by following up the MPE Exploitation—May 20 issue—story on his very cooperative chief of staff, Joe Thursby, at local level.

George Brown's joyful comedy, "Ladies Who Do," caught the imagination of British showmen and a number offering special VIP guest nights for their own cleaners not only paid tribute to them but spotlighted the theatre as much as exploited the film. B. Ian Craig, of the Odeon, Cardiff, had his "ladies" picked up by hire cars at 5:30 p.m., whisked to the theatre for sherry and press photos and front circle seats to see the show. The cleaners had 84 years service between them and Craig is reported as saying: "I first thought of doing this for the cleaners because it seemed an opportunity of thanking them for the excellent work they do." Up in Scotland at Aberdeen, R. Aitken of the Gaumont gave his cleaners the full treatment and reports that they had never received anything like it before in their many years service and that it proved a wonderful way of furthering good staff and public relations. Not only did the Press and Journal publish a five-inch photo over four columns but when the editor of the Evening Express visited the Gaumont for the "Cinema '64" exhibition of stills of the big pictures which Rank is showing this season he took original photos to give the "ladies"—and this resulted in a further four column photo plus writeup and caption. H. Selwyn of the Gaumont, Dagenham, ran a Stars and Chars night and invited a number of pop singers, but seems to have gotten more publicity for the artists than the film. J. P. Williams of the Gaumont, Finchley, North London, made a variation on the theme and working with the local press got a useful coverage from a search for the longest serving char in the district who was invited to the first night. C. E. Bower, of the Gaumont State, Kilburn, mounted a gold painted trash bin in the foyer with the review from The People: "If a gold dustin was awarded to the charlady of the year my vote would go to Peggy Mount as the Star Char of "Ladies Who Do." I congratulate all concerned and heartily recommend the picture."

To sell the Hammer horror packet, John A. Dixon, of the ABC, Chesterfield, persuaded two booksellers to devote windows entirely to thrillers, murder, mystery and horror stories and tieup cards and stills for "Kiss of the Vampire" and "Paranoiac." For a 14 day booking of "Zulu" he fixed three record window displays, three counter and window book displays, a big display in the Cooperative Society's largest window, two travel bureau displays and the window of the local office of the Sheffield Star, the leading paper in the area, for posters and stills. For "Viva Las Vegas" ("Love in Las Vegas" here) he tied up with two Teenage Dance Halls which gave special announcements regarding the booking and displayed material.

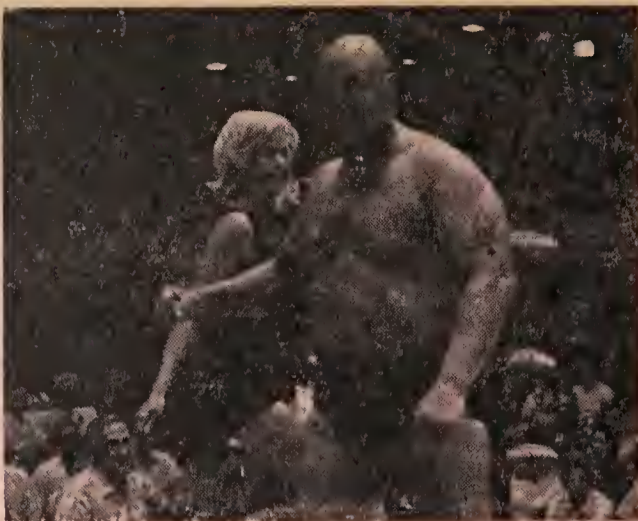
After a standing ovation, given Miss Reynolds, Presnell and Lawrence Weingarten, following the premiere performance, the official party was the guest of a gala champagne supper at the Brown Palace Hotel.

An unusual aspect of the Denver Premiere was that every downtown Denver theatre

cross-plugged the premiere on their marquees. Denver's Rambler dealers also made available to the MGM party a group of 1964 Ramlers painted "Molly Brown," the fashion color for fall that MGM is promoting through "Molly Brown" inspired fashions by Mr. Gee, John Frederics, Cuddlecoat and Coro.



Recording star Johnny Kaye escorts Sue Campbell, contractee to Gorton Productions, to the premiere of "Panic Button" at the Cinema One.



A bannered "Panic Button" girl is seen in wrestling ring with Skull Murphy as announcer plugs the film before a packed arena.



A "Panic Button" hootenanny dance party in Charlotte's City Square had teenagers vieing for valuable prizes.

## "PANIC BUTTON

(Continued from page EX-593)

Belks Department Store. She too plugged the opening every opportunity she had.

Numerous window displays welcomed the Premiere. Music stores carried front window displays and played continuously the Kaye Recordings from "Panic Button." Posters and stills backed the record displays.

The Cinema One and South DI 29 played the song tunes of Panic Button at all times via PA systems for outdoor enjoyment.

A sock attention getter, was the Donkey Stampede (Pioneer Wagon) through the city, with the six "PANIC BUTTON" girls. Donkeys and wagon bannered with "See Panic Button" signs ran through downtown from outskirts of the city to the theatres and then back to the stables. The guards and drivers of the donkeys seemed to enjoy the stampede as much as the public.

The entourage were guests of honor at the Myers Park Junior-Senior Prom at the Park Center. More than 1500 students were entertained by Johnny Kaye's vocalizing and by Ron Gorton's descriptive talk on "Motion Pictures Are Good For You!" Gorton reminded the students that they could take part in the "Panic Button" Hootenanny and urged them to attend the premiere of his film. Gorton was so appreciative of the crowds applause, that he sang one of the songs from his film, "Little Curly Head," and told the group of students and chaperones that it reminded him of his little son back home.

Before the actual opening of the Cinema One Theatre and South DI 29 on premiere night, the "Catalina's" North Carolinas top youth band entertained the public from atop the marquee of the Cinema One and on top of the toll sites of South DI 29. Each of the band members wore a "Panic Button" streamer. The top youth band played all the hit songs from the film. They were wildly acclaimed, while the teenagers who dote on their type of music danced on the pavement.

One of the daring stunts of the Premiere, was Barbara Kossove, famous ballerina dancer of Charlotte, who climbed a 130 foot ladder, from which she switched on the electric signs for the South 29 Drive In Theatre. The lights were on for a full day and a half before the premiere opening. The "Switching On Event," was covered by newspapers and television.

Mayor Stan Brookshire of Charlotte who greeted Gorton at the premiere festivities, congratulated him on his film and honored him by presenting him with a key to the city of Charlotte. The presentation was covered by the press and television, and later run to further publicize the film.

As the "Panic Button" girls toured the city, they met with Leon Olive, aspirant for U. S.

## "Long Ships" Plastics Tie-In

More than 90 wholesale distributors affiliated with the Aurora Plastics Corporation will tie in with Columbia Pictures to promote Irving Allen's "The Long Ships" via a special plastic assembly kit of a Viking ship marketed for hobbyists throughout the country by Aurora.

According to Columbia Pictures, distributor of "The Long Ships," Aurora is making heavy use of the connection between its kit and the film through an advertising campaign, window streamers for its thousands of retail outlets and the distribution of stills from the film supplied by Columbia for use as a point-of-sales promotional display in department and hobby stores throughout the nation.

Columbia fieldman are working with Aurora dealers in their respective areas to work out the details of local contests, including one plan to grant gifts and movie passes to hobbyists who guess the length of the Long Ship used in the film.

## Talent Search in Newark

The RKO Proctor's Theatre, Newark, N. J., launched the first of 13 scheduled live Talent Search programs recently from the stage. Against glittering and colorful backgrounds and sets, and backed up by a band, 19 young men and women competed for audience acclaim and prizes.

The Talent Search is a co-operative venture by RKO Theatres and Newark radio station WNJR.

The RKO-WNJR Talent Search will be held every Friday evening at about 9:30 p.m. for a minimum of 12 weeks.

Senatorship of North Carolina. He explained to the girls, why he wanted to be elected. But you can be sure that the girls presented Olive with a miniature "Panic Button," and asked him to come to the premiere.

One of the most delightful meetings during the premiere, was that of Gorton being congratulated by Harry Golden, noted author and owner-publisher of a newspaper. His nationally syndicated column appears daily in the New York Post. Golden praised the Gorton production and offered his support to tell this public about this "great" film.

Further adding prestige for the premiere was North Carolina's Governor Terry Sanford and Mrs. Sanford who came to the premiere with a party of guests. The Governor offered his good wishes to Gorton, and told him that "North Carolina was proud to be a part of the premiere festivities—and come back soon again, son!"

## THE EXHIBITOR'S EXPLOITATION EFFORTS

IRVING SCHWARTZ, manager, Interboro Circuit's DeLuxe, Bronx, N. Y., recently displayed a six foot x four foot postcard addressed to Tony Curtis in the lobby. The card expressed greetings from patrons and was signed by thousands of people who attended the theatre, many of whom knew Curtis, especially since he was raised in the area of the house. The over-sized postcard was then sent on to Hollywood. It was acknowledged by him in a letter, which stated: "What a terrific and pleasant gift your postcard was. It means a great deal to me and I am having it framed. It is these kind of things that make me feel that maybe I am not in the wrong business. Thank you so much and best wishes to all of you." A stunt of this kind shows what can be done with a little showmanship.

JOSEPH STANZLER, owner, Quonset Drive-In, East Greenwich, R. I., with Curt Hartman, manager, Edward Ayotte, assistant manager, and others, arranged for members of the junior class to attend the drive-in on a recent Saturday morning after their prom. Ten parents in automobiles chaperoned them at the show which terminated around 1:30 A.M. It was a no cost plan offered through the North Kingstown Parent Teacher-Student Association as a good will gesture planned to keep the juniors occupied and out of mischief after the prom. The idea originated with a senior on the junior prom committee of the Ladd School. Students presented slips at the outdoor theatre indicating parents' permission and had to identify themselves as from North Kingston High. The prom lasted from eight p.m. until midnight, followed by several home parties and snacks at restaurants, previous to the motion picture showing at the drive-in.

## Channel Master Tie-Up

Over 3,000 national representatives for Paramount's "Robinson Crusoe on Mars" have been enlisted through a giant merchandising tie-up for the Aubrey Schenck production with Channel Master Radio & Television Corporation.

All of Channel Master's district sales managers, distributors and distributor salesmen in 50 states have been serviced with brochures, display posters, ad mats and a complete campaign kit for the "Robinson Crusoe on Mars" tie-up. These materials will be utilized in setting local promotions with over 100,000 retail outlets throughout the United States.

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Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

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**ART THEATRE**, in art colony, between New York and Philadelphia gross 35,000 up, large devoted following. New furnace, good equipment. Reasonable but firm price includes land, building, all equipment. BOX 270, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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**COMPLETE SEATING SERVICE.** Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

**WEEKLY THEATRE** and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

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\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**WANTED:** Permanent position as projectionist. Age 35, 10 years experience Simplex machines. Minnesota—non-union. \$70 plus per week. Presently employed. Locate Minnesota or Iowa. BOX B610, c/o M. P. EXHIBITOR, 317 N. Broad St., Philo., Pa. 19107.

**LICENSED PROJECTIONIST**, manager, know booth and theatre field A to Z. Exploitation-minded, booking. Partnership with right party only. Prefer Florida or California. Married, live N.Y.C. BOX C610, c/o M. P. EXHIBITOR, 317 N. Broad St., Philo., Pa. 19107.

**POSITION WANTED.** Experienced projectionist—maintenance man. Full time job with theatre circuit. Available now. JOHN H. McKEEHAN, P. O. Box 1252, Tulso, Okla. 74101. (610)

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**POSITION WANTED** as projectionist, full or part time. Willing to locate in Philadelphia or South Jersey. Can give references. THOMAS CARPENTER, P. O. Box 164, Glassboro, N. J. (624)

**MANAGER AVAILABLE:** Experienced all phases with top circuit as city manager. College background. 11 years experience. Best references. Prefer Atlanta or Charlotte area. Complete resume upon request. BOX A624, c/o M. P. EXHIBITOR, 317 N. Broad St., Philo., Pa. 19107.

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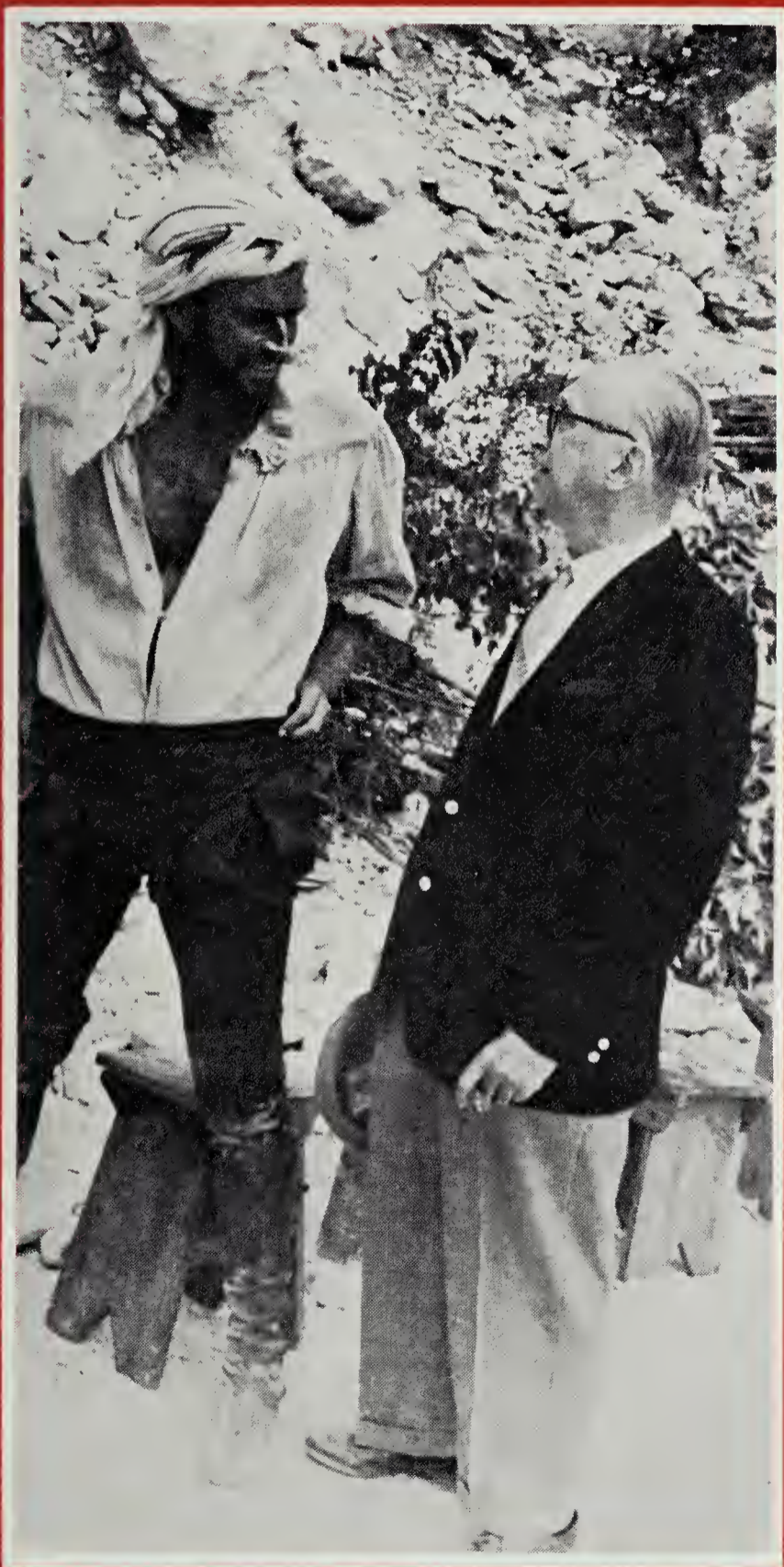
# EXHIBITOR

JULY 1, 1964

Volume 71

Number 35

IN TWO SECTIONS • THIS IS SECTION ONE



## Supreme Court Censor Rulings

(See Page 7)

## Mirisch Named Pioneer Of Year

(See Page 17)

On location near Florence, Italy, for 20th-Fox's "The Agony and the Ecstasy" are Charlton Heston (left), ecstatic because he is portraying Michelangelo, and MPE publisher Jay Emanuel, agonized but recovering from a twisting, turning, heart-stopping bus ride up mountain roads to the marble quarry.

**WARNERS' PRODUCT ANNOUNCEMENT . . .** see pages 8-16

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Volume 71 • No. 25

JULY 1, 1964

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Exactly 50 years ago this year, the Audit Bureau of Circulations was formed to assure subscribers and advertisers alike, quality editorial content and verified circulation facts.

MOTION PICTURE EXHIBITOR is proud to be among the publications which qualify for membership in this voluntary, non-profit association of more than 4,000 publishers, ad-

vertisers and advertising agencies throughout the United States and Canada. We have been a member since 1936.

Here is the way the Audit Bureau, or ABC as it is more commonly known, helps our advertisers and readers: The ABC sets standards for the definition and measurement of paid circulation, verifies adherence to those standards by its publisher members, then prints and distributes these circulation reports to the advertiser and advertising agency members.

To earn the right to display the ABC symbol, our publication must submit auditable proof that our circulation meets the highest standards. We must submit proof that you receive each and every issue you pay for; and we know we must continue to provide editorial content which will attract and hold you as a reader. In short, we must constantly be on our editorial toes to give you full value.

The ABC symbol also represents our pledge that you, the reader, are the person whose interest governs the editorial policy of this publication. We value this symbol highly because it represents our constant challenge to give our readers their money's worth in each issue.

### CASE OF THE INVISIBLE TIE-UP

PRESS BOOKS are great. They are full of fine ideas on how to promote motion pictures. Exhibitors, we have always maintained, should use these promotional tools as often as they can.

However, the obligation to implement good ideas with action is one that distribution, too, must share. Recently, we received an understandably bitter note from an exhibitor friend. He is a hard worker and does everything he can to boost the grosses on every film at his theatre.

Going through the press book on an important new picture, he came across an interesting tie-up with a sporting goods

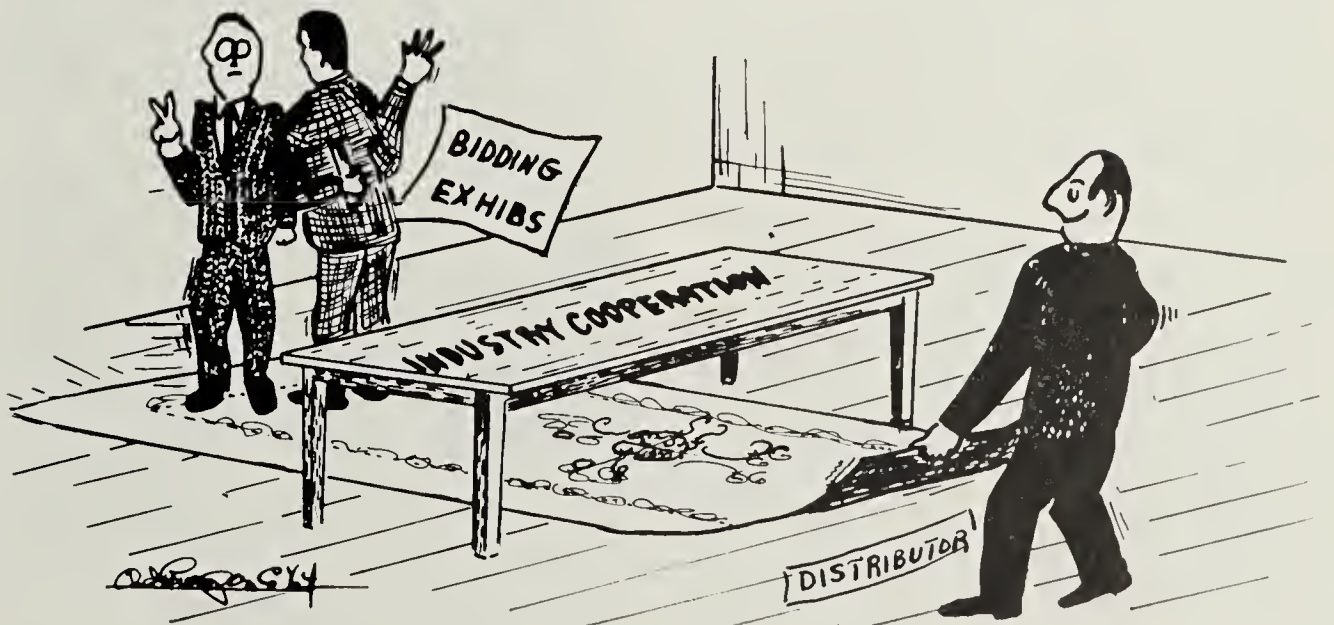
manufacturer. More than a thousand retail outlets all over the country were prepared to set up displays calling attention to theatre playdates. One of these outlets was in his city, so he rolled up his sleeves and went to work.

To make a long story short, the store had never heard of the tie-up, had no counter cards or other information, and so the whole effort fizzled out. Our friend remarks, "I guess all these tie-ups are strictly big city stuff."

Distributors owe it to their customers to follow through on press book promises. Too many good tie-ups never get out of the "maybe" stage.

### THE BIDDERS

Does the event (sale of a motion picture) always justify the deed? That scalawag, Mr. Distributor, pulling the rug from under two competing exhibitors, may feel justified in answering "yes" to the above question since the modus operandi of many distribs appears to uphold an opportunistic sales philosophy. We would, however, pose another question to our readers, exhibitors and distributors alike: Who really loses when the loser (Mr. Exhibitor) has lost everything?



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

Gene Cella, United Artists roadshow department, and his wife Carol are parents of an eight and one-half pound son, John, their first child, born at Mt. Sinai Hospital, New York. Mrs. Cella is the former Miss Scaffidi, UA publicity department.

Budd Rogers, independent distributor and member of the board of directors, Universal Pictures, became a grandfather again when his son, Richard, and the latter's wife, Patricia, became parents for a third time with a daughter, Nancy, weighing five pounds, five ounces, born in Doctors' Hospital, New York.

### Diamond Rings

Mr. and Mrs. Michael J. Plantamura, Hewlett, N. Y., announced the engagement of their daughter, Elizabeth Marie, to Mitchell Jon Horne, an engineering student who is beginning his fifth year at Northeastern University, Boston. Mitchell's father, David D. Horne, is in charge of foreign operations for American International Pictures.

### Wedding Rings

Miss Roberta Sandra Schlaifer, daughter of Mr. and Mrs. Charles Schlaifer, was married to Dr. Howard Semer.

### Obituaries

A. B. Craver, president, Midwood Theatre Corporation, and manager of the Plaza, Charlotte, N. C., died in a hospital following a long illness. He had been a local exhibition leader for 25 years. Surviving are his widow, four sons, and his mother.

Most Rev. Edmund F. Gibbons, 95, who served as Bishop of the Albany, N. Y., Roman Catholic Diocese for 35 years, prior to his retirement in 1954, and who was one of the organizers of the National Legion of Decency, died at St. Peter's Hospital. A staunch supporter of The Legion of Decency through The Evangelist, diocesan weekly which he established in 1926, Bishop Gibbons also was the first episcopal chairman of the National Organization for Decent Literature. A priest for 71 years, Bishop Gibbons was the oldest Catholic Bishop in the world.

### MCA's Stein Honored

SAN FRANCISCO—Jules C. Stein, chairman of the board of MCA, Inc., was honored for his long and unceasing efforts to combat blindness by being elected an honorary member of the Association for Research in Ophthalmology.

Stein told 200 distinguished eye researchers and practicing ophthalmologists from all parts of the country that they must seek the help of the public in order to speed the conquest of blindness. "The public is not apathetic," he said. "It is uninformed." He urged the eye researchers to fill this "information vacuum" by letting the public know what progress is being made.

Research to Prevent Blindness, Inc., is a voluntary foundation headed by Stein and has given \$500,000 in grants to 27 institutions.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 29

## Assault On N. Y. Censors Prepared In Short Ban

ALBANY—A frontal assault on the constitutionality of the New York State Motion Picture Licensing Law will be launched by Felix J. Bilgrey, attorney for Times Film Corporation. This became certain after the Board of Regents unanimously affirmed the finding of Louis M. Pesce, director, Motion Pictures Division, Education Department, that "Tomb It May Concern," a short subject on which Times holds the New York distribution rights, contains "obscene" scenes to be cut, before a license is issued.

Three-man review committee of the Regents listened to argument and concurred in the determination by Pesce.

The report, approved by the full board, specified: "The exposure of the practically naked body of the actress, combined with the pelvic movements demonstrated, is obscene and hence constitutes a violation of the provisions of Section 122 and 122-a of the Education Law."

The first "short" on which an appeal has been filed with the Regents during recent years, "Tomb It May Concern" is "moral and innocuous in its theme and in the manner of presentation," to quote the petition.

Picture "deals with an archaeologist who enters a tomb, only to discover that the mummy in the crypt becomes alive and performs a burlesque dance before him." Petition submitted that the film is "a simple and innocent spoof on science and on the subject of recent full-length pictures."

"It is further submitted," appellant's papers added, "that the Division exceeded its authority in judging isolated passages of this film. A film, like any other work of art or communication, must be judged in its entirety."

Bilgrey's brief bluntly declared, "In the event the decision of the Division to ban picture is upheld by the Regents, petitioner will seek an order or decree from court having jurisdiction, that the New York Film Censorship Law contravenes the Constitution of the United States and is, therefore, null and void."



Seen during a recent trip abroad are Edward E. Ettinger, vice-president; Melvin Jacobs, president of Technicolor International Group; and managing director A. (Mike) Allan.



## BROADWAY GROSSES

### Newcomers Brighten Scene

NEW YORK—Led by Radio City Music Hall, the Paramount, and the Astor, the Broadway scene, brightened by some strong newcomers, had a satisfactory week.

"THE LONG SHIPS" (Columbia). Paramount, where this is in for a single week only due to a product jam-up, did a very good \$34,000.

"THE CHALK GARDEN" (U). Radio City Music Hall, with usual stage show, did \$112,442 on Thursday through Sunday, with the sixth session sure of \$185,000.

"THE FALL OF THE ROMAN EMPIRE" (Paramount). DeMille claimed \$13,000 for the 14th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama) Warner Cinerama did \$23,668 for the 32nd week.

"BECKET" (Paramount). Loew's State announced that the 16th week hit \$18,000.

"CIRCUS WORLD" (Paramount-Cinerama). Loew's Cinerama stated the first week was \$32,000.

"LADY IN A CAGE" (Paramount). New Embassy claimed the third week was \$8,500.

"A SHOT IN THE DARK" (UA). Astor reported a very good \$32,000 for the opening week.

"633 SQUADRON" (UA). Victoria announced \$14,000 for the first week.

"WHAT A WAY TO GO" (20th-Fox). Criterion had \$25,000 for the seventh week.

"CLEOPATRA" (20th-Fox). Rivoli stated the 55th week was \$12,000.

"BEDTIME STORY" (U). RKO Palace claimed \$12,000 for the third week.

### Churchmen Fight "Obscenity"

CHARLOTTE — A petition decrying the spread of obscenity by means of "films, photographs, comic books, paperbacks, and other pornographic products" is being circulated here by the Men's Brotherhood of the Midwood Baptist Church.

It was begun, according to its sponsors, as a direct result of a recent appeal by Mayor Stan R. Brookshire for aid of the city's churches in fighting increasing vandalism and juvenile delinquency.

Joseph Kissiah, FBI special agent in charge of the Charlotte office, and a member of the Brotherhood, said, "We in the FBI are very concerned about the problem, and the petition is being circulated in various areas of the city." When signatures are affixed, the petition, he said, will be presented to "muck merchants" who offer such products to the public as a formal community protest.

The Rev. Wendell Davis, pastor of the church, said he is firmly behind the Brotherhood in the action, stating that "the community is not aware of the filth and vulgarity to which our youth is being exposed. I hope the petition will open some eyes, if it does nothing else."

He said, "New fads like the topless bathing suits demand an uprising, or we have gone the last ditch. It won't be long, like Rome, before the funeral."

# High Court Kayos "Lovers" Ban

## Atlanta Mayor Seeks Aid In Censorship Crusade

ATLANTA—Mayor Ivan Allen, Jr., plans to ask representative civic and church groups to view three allegedly "obscene" motion pictures and then to advise the city what it should do about controlling such movies.

The mayor said he will ask he theatres that have shown three specific movies to make copies of each available to the city. Then he plans to ask the Board of Aldermen, presidents and officers of leading civic groups, church and PTA representatives, and other concerned parties to gather for a look "at what is being shown in the metropolitan area."

The three movies he plans to ask for are "The Fast Set," "The Balcony," and "Kipling's Women." He said he had been advised by Mrs. Christine Gilliam, the city's movie "censor," that these are among "the worst ones shown." Mrs. Gilliam in recent years has been deprived of most of her censoring powers.

After conferring with Mrs. Gilliam and with Alderman Buddy Fowlkes, who is interested in the matter, "We have come to the conclusion that it's the responsibility of the city officials to try to seek further direction from various public groups as to their feelings concerning the control of what we consider immoral, obscene, and pornographic shows," said the Mayor.

If the theatres will not voluntarily make the prints available, Mayor Allen said that would "raise serious questions as to the character of the movies." If they do not turn over copies, he said he would attempt to find ways to confiscate them.

The city in the past few years has repeatedly rewritten ordinances and tried to establish reasonable supervision through censorship of movies shown here, Mayor Allen said. So far, it has not been able to work out an ordinance that will withstand the anti-censorship decisions of the courts and still exercise control over what "we consider to be pornographic or obscene movies," the Mayor said.

He said there have been "repeated protests" from various groups about certain films being shown in Atlanta, along with "natural revulsion against anything like them being shown to the young."

## Ohio Exhibs Get Tax Break

COLUMBUS, O.—Ohio three per cent sales tax is not applicable when the corporation operating an indoor theatre or drive-in is different from the corporation operating concessions, said Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, in a bulletin to Ohio exhibitors.

Prickett contacted the state Department of Taxation and was told that in the situation mentioned above, sales are considered "off the premises." However, if the theatre provides tables and chairs in the lobby or on the patio, then the tax must be collected.

Also, if soft drinks are sold and the per capita sale is more than 30 cents, the three per cent sales tax must be collected.

"The above benefit can accrue to theatre concessions because of the work of ITOO," said Prickett.

## TOA's Rowley To Address TONE Annual Convention

BOSTON—John H. Rowley, president of TOA, and head of Rowley United Theatres, Dallas, will address the annual meeting and convention of Theatre Owners of New England, Carl Goldman, executive secretary and coordinator of the convention, reported.

The TONE convention will be held at the Mayflower Hotel in Plymouth, Mass., Aug. 24-26, and leaders in the motion picture industry from all over the country will be among the large roster of speakers. Goldman said the keynote address will be given by one of the nation's top producers.

## DuPont Petitions Court To Dismiss Bronston Suit

NEW YORK—Pierre duPont III and Jesse Moss petitioned the New York State Supreme Court to dismiss a suit filed against them by Samuel Bronston as part of the continuing battle with duPont over a partnership covering the production of films.

In his petition, duPont attacked the jurisdiction of the New York court, stating that he is a resident of Delaware and not New York and denying that he had made statements apparently attributed to him by Bronston.

Moss claims that when he took over the trusteeship, it was the understanding of both duPont and Bronston that he should act independently, and that Bronston had been the only one who tried to bend Moss to his will.

Bronston had asked the court to set aside the trusteeship which was set up at duPont's plea, and seeks an injunction to restrain duPont from interfering with the operations of the company and to compel him to fulfill his fiduciary duties as a partner.

## Mirisch Signs Janet Leigh

HOLLYWOOD — Janet Leigh has been signed to a non-exclusive multiple picture contract by The Mirisch Corporation. In addition, Miss Leigh's starring services for television have been contracted by Mirisch.



John Rowley, president, TOA, and president, Rowley United Theatres, left, and Phil Isley, president, Isley Theatres, right, recently honored R. N. Wilkinson, newly appointed assistant general sales manager of Universal Pictures, at a Dallas luncheon.

## Jacobellis' Ohio Fines Reversed, But Justices Don't Agree On Reasons; Court To Hear Md. Case

WASHINGTON—Nico Jacobellis won a reversal of his Ohio conviction for possessing and exhibiting "The Lovers," in a ruling by the U. S. Supreme Court.

The Supreme Court, in a six to three decision, reversed the fines of \$500 and \$2,000. However, the nine justices wrote six separate decisions, making it difficult to ascertain what precedent, if any, has been established.

Justice William J. Brennan, Jr., and Justice Arthur J. Goldberg concurred in the main decision. Justice Byron R. White agreed with the decision, but did not join in the reasoning. Justice Goldberg issued a separate decision favoring the reversal, but on different grounds, and Justice Potter Stewart had his own written reason for reversal, as did Justice Hugh Black, joined by Justice William O. Douglas.

Chief Justice Earl Warren was joined by Justice Tom C. Clark in one dissent, and Justice John M. Harlan wrote the other.

The majority decided on the very narrow grounds that the film was not obscene as charged. They added the argument about what the Supreme Court meant when it applied "contemporary community standards" as the gauge of obscenity, holding that this means it must be applied on a national scale.

IFIDA hailed the decision of the Supreme Court reversing the conviction of Jacobellis. In a statement on behalf of the governing committee, Michael F. Mayer, executive director, said:

"Once again, that bulwark of the people's liberties, the United States Supreme Court, has spoken in favor of a free screen. It has rejected those who would use the obscenity laws to bar the exhibition of films they don't like. In reversing the conviction of the exhibitor of "The Lovers," the Supreme Court has upheld a distinguished foreign film which has played throughout the length and breadth of our country. We congratulate Zenith International Film Corporation, distributor of the film, and its distinguished attorney, Ephraim London."

The IFIDA governing committee also hailed the acceptance for hearing by the Supreme Court of the Maryland censorship case brought by Ronald Freedman regarding Times Films' "Revenge at Daybreak." The statement reads:

"The United States Supreme Court has agreed to hear the Freedman case which poses squarely the issue of prior censorship in Maryland. We are delighted at the Court's acceptance of certiorari, and we believe that our long-time position against prior restraint will now be upheld by the highest court in the land. We commend the plaintiff, Times Film Corporation and its intrepid anti-censorship leader, Jean Goldwurm, and counsel Felix Bilgrey for their skill and enthusiasm in this great cause."

Warner Bros. proudly presents

The most lovely motion picture event of a



October 21, World Premiere, Criterion Theatre.

# MY FAIR LADY



STARRING

AUDREY HEPBURN • REX HARRISON • CO-STARRING STANLEY HOLLOWAY • WILFRID HYDE-WHITE



GLADYS COOPER and JEREMY BRETT and THEODORE BIKEL • From the play by BERNARD SHAW • Production & Costumes by CECIL BEATON • BASED UPON THE PLAY "MY FAIR LADY" • BOOK AND LYRICS BY ALAN JAY LERNER • MUSIC BY FREDERICK LOEWE • PRODUCED BY HERMAN LEVIN

SCREENPLAY BY ALAN JAY LERNER • PRODUCED BY JACK L. WARNER • DIRECTED BY GEORGE CUKOR • TECHNICOLOR® SUPER PANAVISION 70® FROM WARNER BROS.

And isn't it going to

We're doing the Robin Hood legend in Chicago's wildest era...with songs yet!

# FRANK SINATRA · DEAN MARTIN · SAMMY DAVIS



Co-Starring

PETER FALK · BARBARA RUSH · VICTOR BUONO

and **Bing Crosby**

as  
Allen A.  
Dale

TECHNICOLOR® PANAVISION  
A P-C PRODUCTION  
FROM WARNER BROS. 

with HANK HENRY • Music Score by NELSON RIDDLE  
New Songs by SAMMY CAHN and JAMES VAN HEUSEN Produced by FRANK SINATRA Directed by GORDON DOUGLAS Written by DAVID R. SCHWARTZ Executive Producer HOWARD W. KOCH

Our first woman president

and a lovely October...



**KISS**

overly summer!...

JOSHUA LOGAN'S  
PRODUCTION OF

# Ensign Pulver



STARRING

ROBERT WALKER · BURL IVES · WALTER MATTHAU · TOMMY SANDS · MILLIE PERKINS · KAY MEDFORD

Screenplay by JOSHUA LOGAN  
and PETER S. FEIBLEMAN

PANAVISION®  
TECHNICOLOR®  
FROM WARNER BROS.

Music by GEORGE DUNING · Based on a play by THOMAS HEGGEN and JOSHUA LOGAN · Produced and Directed by JOSHUA LOGAN

and look who's the new "First Lady"!

ed MacMurray  
olly Bergen  
President

Co-starring

ARLENE DAHL  
EDWARD ANDREWS

and Also Starring

ELI WALLACH

Music by BRONISLAU KAPER · Screenplay by CLAUDE BINYON and ROBERT G. KANE  
Produced and Directed by CURTIS BERNHARDT

FROM WARNER BROS.







and a lovely Thanksgiving...

He was young  
and crude—  
some kind of  
country-boy joke—  
but a woman  
could feel him  
across a room...



The tremendous best-seller  
is on the screen!

A DELMER DAVES PRODUCTION

# Youngblood Hawke

From the novel by

Herman Wouk · JAMES FRANCISCUS

Starring

SUZANNE PLESHETTE · GENEVIEVE PAGE

Also Starring

EVA GABOR · MARY ASTOR · LEE BOWMAN · EDWARD ANDREWS · DON PORTER · MILDRED DUNNOCK · KENT SMITH · JOHN DEHNER · JOHN EMERY

Music by MAX STEINER

Written for the screen and Directed by Delmer Daves

FROM WARNER BROS.



and a lovely Christmas, too!

The girl who wrote that book...and the guy who gave it blanket approval.

TONY CURTIS  
NATALIE WOOD

HENRY FONDA  
LAUREN BACALL  
MEL FERRER

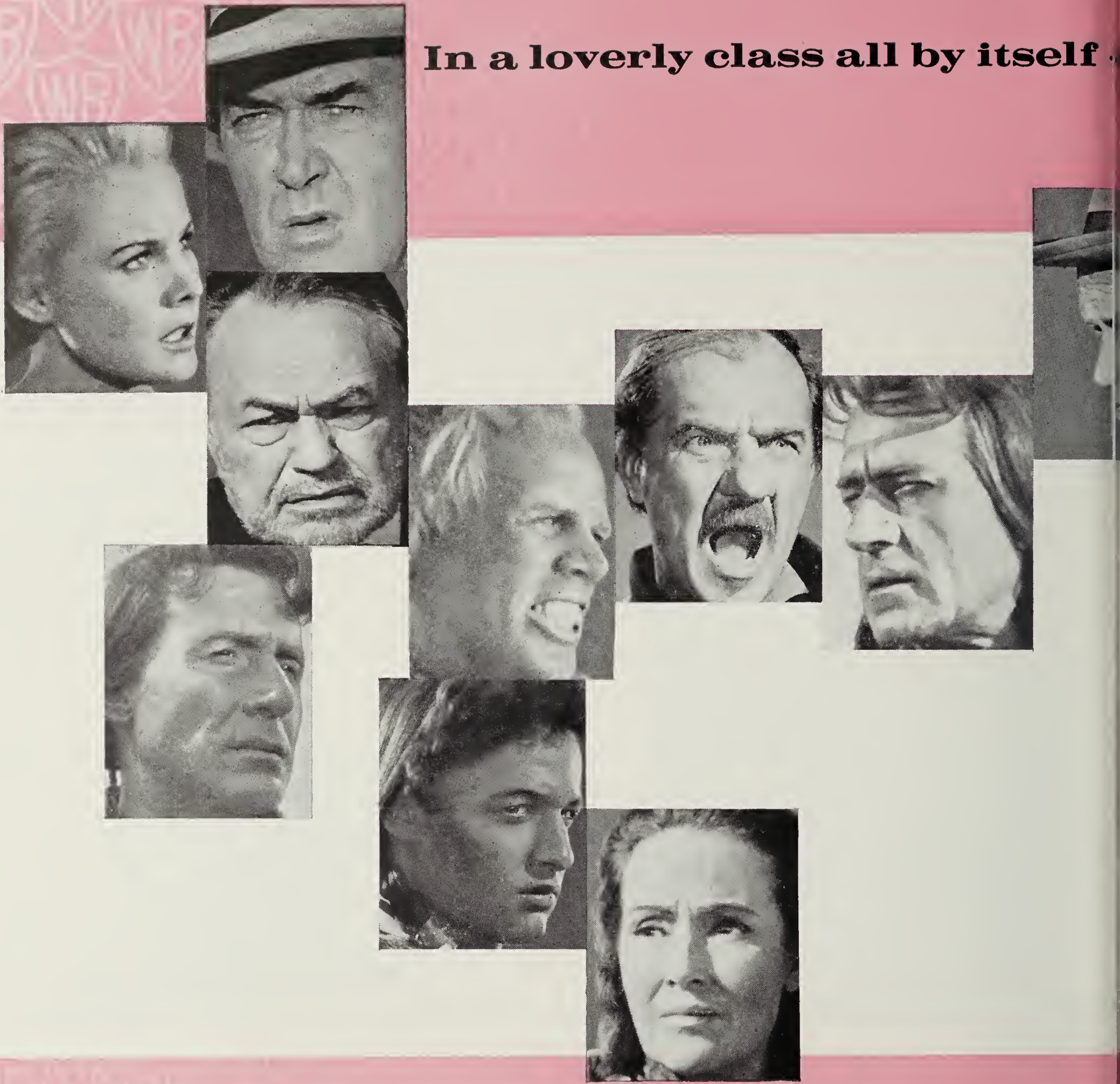


SEX AND THE SINGLE GIRL

Starring FRAN JEFFRIES • LESLIE PARRISH and EDWARD EVERETT HORTON also Count Basie and His Orchestra A Richard Quine-Reynard Production  
Screenplay by Joseph Heller and David R. Schwartz Produced by Wm. T. Orr Directed by Richard Quine **TECHNICOLOR®** From **WARNER BROS.**



In a lovely class all by itself.



Starring

RICHARD WIDMARK · CARROLL BAKER · KATHARINE HUNTER ·  
DOLORES DELANEY

and JAMES STEWART as Wyatt Earp

Music: Alex North · Screenplay by...

the next road-show attraction from Warner Bros.



*JOHN FORD'S*

# CHEYENNE AUTUMN

ALDEN · SAL MINEO · RICARDO MONTALBAN  
O · GILBERT ROLAND and ARTHUR KENNEDY  
EDWARD G. ROBINSON as the Secretary of the Interior



ebb · Produced by Bernard Smith · Directed by John Ford · TECHNICOLOR® SUPER PANAVISION 70

And just look at the lovely days ahead!

Tony Curtis · Jack Lemmon · Natalie Wood in **THE GREAT RACE** A Blake Edwards Production  
co-starring Peter Falk · Keenan Wynn · guest stars Dorothy Provine · Arthur O'Connell · Music Henry Mancini  
A Patricia-Jalem-Reynard Production · Produced by Martin Jurow · Written and Directed by Blake Edwards  
Technicolor® · Super Panavision 70®

Glenn Ford · Geraldine Page **THE OUT-OF-TOWNERS** A Martin Manulis Production  
co-starring Michael Anderson, Jr. · Barbara Nichols · Patricia Barry · Charles Drake and Angela Lansbury  
Music Henry Mancini · Screenplay by Tad Mosel · Produced by Martin Manulis · Directed by Delbert Mann

Frank Sinatra in **NONE BUT THE BRAVE** co-starring Clint Walker · Tommy Sands  
Tony Bill · Brad Dexter · Executive Producer Howard W. Koch · Produced and Directed by Frank Sinatra  
A Sinatra Enterprises Production · Technicolor® · Panavision®

A Delmer Daves Production **The AFFAIR at the VILLA FIORITA** Starring Maureen O'Hara  
Rossano Brazzi · from the novel "The Battle at the Villa Fiorita" by Rumer Godden · Written and Directed by  
Delmer Daves · Technicolor® · Panavision®

**TWO ON A GUILLOTINE** Starring Dean Jones · Connie Stevens  
Produced and Directed by William Conrad

Ernest Lehman's Production of Edward Albee's  
**WHO'S AFRAID OF VIRGINIA WOOLF?**  
Written and Produced by Ernest Lehman

## NGC Stockholders Okay Savings & Loan Purchase

LOS ANGELES—Stockholders of National General Corp., Los Angeles-based theatre circuit operator and entertainment company, approved an offer to acquire the 894,196 outstanding shares of guarantee stock of Columbia Savings & Loan Assn. through a purchase offer by National General for its debentures and common stock warrants, it was announced by Eugene V. Klein, NGC chairman and president.

Under terms of the offer, for each share of Columbia guarantee stock received by National General, there will be issued a \$15 principal amount 20-year five per cent debenture and one detachable warrant authorizing the purchase of one share of NGC common stock at a price of \$15 per share for 10 years, Klein said.

"While National General's principal emphasis continues to be in the entertainment industry," Klein commented, "the Columbia acquisition conforms to our program of augmenting our income in other selected areas."

For the year ended Feb. 29, 1964, Columbia Savings & Loan reported total revenue of \$6,708,460 and net income of \$1,003,499 or \$1.12 a share on 894,196 shares outstanding. The company also had total assets of \$105,279,387 real estate loans outstanding of \$85,438,790, total savings of \$81,630,380, and stockholders' equity of \$6,894,416.

In addition to its present Los Angeles Wilshire Blvd. headquarters, Columbia operates two branches, one in the city of San Fernando and the other in Sun Valley, Calif.

National General is strongly based in the entertainment industry and operates 217 theatres in 16 Mid-Western and Western states.

National General's net income, after provision for federal income tax computed without consideration of operating loss carry-forward and excluding capital gains, for the 26 weeks ended March 24, totaled \$1,088,437, or 30 cents a share on 3,592,523 common shares outstanding. This was an increase of 86 per cent compared with similarly computed net income of \$586,295, or 17 cents a share on 3,445,897 shares for the like period last year.

Paul Hallingby, Jr., general partner, White, Weld & Co., New York investment banking firm, has been elected a director of National General Corp., filling a vacancy created by the resignation of M. E. Hersch, it was announced by Klein.

Formerly a vice-president of Middle South Utilities, Inc., New York, Hallingby is also a director of San Diego Imperial Corp., San Diego, Calif.; Ginn and Company, Boston; and Atlas Credit Corp., Jenkintown, Pa.

Dan A. Polier, film buyer for National General Corporation, and Frank P. Stagen, director of the company's real estate operations, have been elected assistant vice-presidents, Klein also announced.

Polier joined the company in 1946 and, after serving briefly in advertising, moved to the booking department and was subsequently promoted to chief southern California booker and later to assistant film buyer. In 1963, as film buyer of National Theatres, he was elected a vice-president of NT&T Amusement Corp., a subsidiary of National General Corp.

Stagen, an attorney with a broad background in real estate development and consulting, joined NGC in March, 1962, as an assistant to the president. He was named director of the company's real estate operations the following November. Among other duties,

# Pioneers To Honor Harold Mirisch At 26th Annual Dinner On Nov. 23

NEW YORK—Harold J. Mirisch, president of The Mirisch Corporation, has been named the Motion Picture Pioneer of 1964, it was announced by William J. Heineman, president of the Pioneers organization. The unanimous selection of the widely-respected head of the industry's leading independent production company, was made at a meeting of the organization's board.



MIRISCH

Mirisch will be honored at the 26th annual Motion Picture Pioneers Dinner at the Americana Hotel on Nov. 23.

Over the past seven years, The Mirisch Corporation, guided by the dynamic blend of business acumen and showmanship of Harold Mirisch, has delivered through United Artists such boxoffice and critical hits as Billy Wilder's "Some Like It Hot," Wilder's Academy Award-winning "The Apartment," Robert Wise's Academy Award-winning "West Side Story," John Sturges' "The Great Escape" and "The Magnificent Seven," Wilder's "Irma La Douce," and Blake Edwards' "The Pink Panther" and the recently-released "A Shot in the Dark."

During the next 14 months, The Mirisch Corporation and its roster of top film-making talent will be represented by such major motion picture projects as John O'Hara's "A Rage to Live," James Michener's "Hawaii," John Sturges' "The Hallelujah Trail," and Billy Wilder's "Kiss Me, Stupid" and "The Private Life of Sherlock Holmes," to mention a few.

Harold Mirisch, the man who heads the

enterprising Mirisch organization, was born on May 4, 1907, in New York City, the second child of Max Mirisch and his wife, the former Flora Glasshut. He attended Public School 103 and at the age of 14½ got his first job in the entertainment business—as an office boy for Warner Brothers in New York.

He remained with Warners for 17 years, the last six as executive in charge of Wisconsin theatre operations. He then owned and operated several theatres in the Milwaukee area in association with Walter Annenberg, publisher of the Philadelphia Inquirer.

In 1942, Mirisch joined the RKO film company in New York and remained with them for five years in charge of film booking for the entire circuit.

He arrived in Hollywood in 1947 as assistant to Steve Broidy, president of Allied Artists studios, and also became a large stockholder in the company. In 1952, he was instrumental in bringing the highly-acclaimed "Moulin Rouge" to the screen. In 1957, he and his brothers, Walter and Marvin, formed The Mirisch Company and began making pictures for release through United Artists.

Married to the former Lottie Mandel in 1930 in New York City, Harold Mirisch and his wife have two children, a married daughter and a son studying law at the University of Southern California.

Harold J. Mirisch's predecessors as Motion Picture Pioneers of the year include such industry notables as Adolph Zukor, Gus S. Eysell, Cecil B. DeMille, Spyros P. Skouras, Jack, Harry and Albert Warner, Nate J. Blumberg, Barney Balaban, Simon H. Fabian, Herman Robbins, Robert J. O'Donnell, Joseph R. Vogel, Robert Benjamin and Arthur B. Krim, Steve Broidy, Joseph E. Levine, Abe Montague, Milton R. Rackmil, and Darryl F. Zanuck.

## \$40 Million Gross Seen For "Carpetbaggers"

NEW YORK — "The Carpetbaggers" will gross at least \$40,000,000 world-wide, setting an all-time industry record, exclusive of road-show pictures, producer Joseph E. Levine declared.

Levine said the attraction, a Paramount release, would gross more than \$20,000,000 domestically. A foreign gross of at least another \$20,000,000 was estimated by Martin Davis, Paramount's vice-president in charge of advertising and publicity.

Levine based his estimate on the exceptional results of initial openings on "The Carpetbaggers" and the "tremendous" response from the public, the press and exhibitors gleaned from his recent cross-country promotional tour on behalf of the picture. Levine par-

ticipated in 156 radio, tv, and newspaper interviews in 12 key cities in 12 days.

"Despite that great response," Levine noted, "we have not reduced any money we originally set up for advertising and promotion, although we could have." An initial budget of \$1,000,000 has been set.

Levine will not only continue his promotional tour in advance of U. S. openings, he will also tour England, France, Italy, Germany, and the Far East.

"Paramount will be using a record 700 prints in the U. S. this summer, and not on a saturation basis," Levine reported. He expected a world-wide total of 1,200 to 1,400 prints would be used.

## Gold Boosts Cinemotion

NEW YORK—Melvin L. Gold, general sales manager, National Screen Service, has left on a western trip until July 10 to finalize contracts for NSS' new Cinemotion Display Service. He will visit Kansas City, San Francisco, Seattle, and Los Angeles; and will confer with the production department while in Los Angeles, on the preparation of trailers for Christmas and New Year.

## Edwards Leaves Embassy

NEW YORK—Robert Gordon Edwards has resigned as vice-president in charge of European operations for Joseph E. Levine's Embassy Pictures.

Edwards joined Embassy in 1961 as Continental European publicity manager. In 1963, he was named a vice-president, supervising the company's European operations from headquarters in Rome.

# Self-Appointed Censors Attacked For "Harassment" At N.E. Drive-In

BOSTON—Censorship activities here over "The Silence" at Quintree Drive-In drew a lead editorial in the Boston Herald, "Harassment in Braintree," blasting self appointed censorship.

"If Braintree police chief John V. Polio believes that the Quintree Drive-In Theatre has been showing obscene motion pictures, he should see that the operator is prosecuted under chapter 272, section 32 of the general laws, which makes criminal the showing of obscene entertainments," the editorial said. "If chief Polio believes that the motion pictures shown are not obscene, as the term has been defined by the courts, he should stop harassing the operator and his patrons."

Quintree Drive-In was charged with showing indecent and obscene films by the Braintree board of selectmen, who said they had received complaints and that several complaints were registered at the police department.

Selectmen chairman Paul H. Young said that he contacted drive-in owner Julian Rifkin, who told him he could not see anything wrong with the film. Police chief Polio said he went to the theatre to investigate complaints he had received, and after watching the film for an hour "and deeming it impure and corrupting to the morals of youth, conducted a survey of those attending the film."

He told the selectmen that the survey showed that 85 per cent of those attending were between 16 and 21, and about 40 per cent were from Braintree. The chief said he asked the owner to discontinue showing "The Silence," and that on the next Tuesday, a special children's show was held as scheduled, and on Wednesday, the showing of the film in question was discontinued. It had been scheduled to run until Thursday, the chief said.

In a report to selectmen, the chief recommended that the theatre's license be rescinded if the owner continued to show that type of film.

The Herald, in its editorial, said ". . . If this is a fair account of what he actually did, then he has not only engaged in censorship violative of the constitution he is sworn to uphold, but has also opened himself up to possible suit for damages in the federal courts. It is not up to any law enforcement officer to impose upon others his views of what is impure and corrupting to the morals of youth, however valid those views may be. For the supreme court has repeatedly asserted that only what is obscene can be suppressed, and only when it has been adjudged obscene by a court of law according to carefully prescribed standards.

"The suppression of material which is not obscene in the legal sense, even though it may in fact be impure and corruptive of the morals of youth, is a violation of the federal civil rights act, under which injunctions may be granted and damages imposed in the federal courts. The Braintree selectmen should restrain chief Polio and themselves, if necessary, from any further censorship activities. As the federal courts have said, arbitrary power inspired by good motives, no less than that animated by evil intent, is an attack on the supremacy of the law."

After chief Polio's report to the selectmen



Mr. and Mrs. Joseph E. Levine recently attended the preview of Levine's Paramount release, "The Carpetbaggers," at the new Lincoln Art Theatre, New York. The usher at right is wearing a uniform designed by Mrs. Levine.

## Commonwealth Ups Bomberger

KANSAS CITY—E. C. Rhoden, chairman of the board of directors of Commonwealth Theatres, Inc., announced the appointment of Edward C. Bomberger as treasurer and assistant secretary of the theatre circuit.

Bomberger joined Commonwealth Theatres in 1958. His new appointment fills a post recently vacated by Charles E. Shafer, deceased.

and his recommendation that the theatre's license be rescinded if similar type films are shown, residents of the town asked what would be the guideline to be followed in the future in regard to whether a film is good or bad.

Town counsel Richard A. Hunt, answered the question saying that the guideline is laid down very clearly in chapter 272, section 32 of the general laws, which deals, in effect, with the showing of obscene entertainment. Violators, he said, are subject to a sentence of one year in jail, a \$500 fine, or both. He pointed out, however, that a recent opinion issued by the Attorney General of Massachusetts stipulates there must be a direct violation of the statutes involved before prosecution can be made.

The opinion referred to was a ruling last December by Attorney General Edward W. Brooke that mayors, selectmen, or any other officials have no authority under state law to revoke or suspend the licenses of exhibitors who show "objectionable" films.

The ruling came as a result of requests for clarification from TONE (Theatre Owners of New England) to the commissioner of public safety, after many complaints from member exhibitors in towns and cities in New England that local officials were setting themselves up as censors and threatening revocation of licenses.

The Braintree censorship activity adds to a growing list which has recently broken out of attempts at censorship in New England of motion pictures, according to TONE.

At a meeting of TONE almost a year ago, Carl Goldman, executive secretary, predicted in a talk to the membership and on advice from TOA that there would be widespread attempts at censorship, and warned members to be on the outlook for such cases.

## International Sales Drive To Honor Para.'s Weltner

NEW YORK—An international sales drive honoring George Weltner, newly elected president of Paramount Pictures Corporation, will be held by the company's distribution organizations, Paramount Film Distributing Corporation and Paramount International Films, Inc. It started June 28 and will continue through the end of the year.

Announcement of the drive, which will encompass all Paramount distribution personnel throughout the world, was made by Charles Boasberg, president of Paramount Film Distributing, and James E. Perkins, president of Paramount International.

In a joint statement, Boasberg and Perkins said, "This is our opportunity to demonstrate to George Weltner that we are backing him to the limit of our ability by turning in the biggest drive results in the history of Paramount. We are sure that every member of the Paramount family will welcome this opportunity to show Mr. Weltner their appreciation of his contributions to the company and to the motion picture industry.

"With the high quality of product that will be available, this drive cannot only be the biggest in Paramount's history but in the history of the industry," it was noted.

"Paramount's Tribute to George Weltner" will cover a period of 27 weeks and will be divided into two parts. The first, starting June 28 and running through Sept. 26, will include the industry's annual "Paramount Weeks," July 15 to July 28. The second part of the drive will run from Sept. 27 to Jan. 2, and will be concluded by "Booker-Salesman Month" during December.

## Calif. Art House Renovated

SHERMAN OAKS, CALIF.—Contributing to the growth and development of the San Fernando Valley, the Sherman Theatre, flagship of the Sam Stiefel-Irwin Weiss art theatre circuit, is presently going through an ambitious renovation program.

An investment of more than \$25,000 has been earmarked for installation of the latest in air conditioning equipment, the Stiefel-Weiss management revealed.

A new front lobby facade of beige travertine marble is in the process of installation, complimenting the interior theatre's reupholstered 500 seats.

Also on the renovation program is installation of additional projection equipment to improve presentation of films produced in various scopes and lighting conditions.

## Kamber Heads Cinex

NEW YORK — Bernard M. Kamber was elected president of Cinex Distributing Corporation at a meeting of its board of directors, it was announced by J. William Rosenbluth, board chairman. Importers of raw stock positive film manufactured in West Germany, Cinex has its main offices in New York City and plans to open an office in Los Angeles. Kamber leaves next week for Munich to attend a production meeting with factory executives.

Kamber was recently head of his own public relations firm and formerly was a vice-president of Hecht-Hill-Lancaster and president of William Service Company, H-H-L subsidiary.

## Account Executives Set For Industry PR Program

NEW YORK—Anna M. Rosenberg Associates has assigned two account executives full time to work on the new public relations program for the motion picture industry. Under the personal direction of Mrs. Rosenberg, they are working with industry officials in New York and on the coast, in implementation of the program which was approved by the industry previously. Other specialists on the staff of Mrs. Rosenberg's organization are working on projects for the industry in specialized fields, such as television.

The senior account executive headquartered in the Rosenberg firm's offices in New York is John H. Pierpont. He has served several national trade associations as director of public relations or as counsel on public relations problems. Among them are the National Association of Magazine Manufacturers, the Carpet Institute, and The Savings Bank Association of New York State.

His broad experience includes newspaper reporting, public speaking and speech writing, sales promotion for the Jacob Ruppert Brewery, informational programs for stockholders and security analysts, and publicity in consumer publications and trade magazines for a number of products.

Colin MacLachlan, the second account executive assigned to carrying out the motion picture public relations program, has a strong writing background. Prior to his present position, he handled public information programs for the Electric Companies Public Information Program and the American Gas Association. He also has extensive newspaper experience, having been with the Denver Post and the Baltimore Sun. He was also associated with the Sun papers' television station WMAR-TV. For several years he was news editor of the Long-Islander, Huntington, Long Island, New York.

## Loewenthal Heads Publicists

NEW YORK—The Screen Publicists Guild, the union of motion picture and television publicity and advertising employees, has elected Wynn Loewenthal, Warner Bros. publicist, as chairman for a two-year term.

Elected with him were Evelyn H. Turner and William D. Blake, both of Universal Pictures, as vice-chairmen, and Jeff Rose, Screen Gems, as secretary.

Loewenthal succeeds John Newfield, Columbia Pictures, who has been elected to the central Manhattan executive council of District 65, Retail, Wholesale and Department Store Union, AFL-CIO, parent body of the publicists union.

## UFE Sells To 7-Arts

NEW YORK—Munio Podhorzer, president of United Film Enterprises, Inc., and U. S. representative of Franco London Film, S.A., announced the sale of four Franco London film productions to Seven Arts Associates. The films sold include "Un Taxi Pour Tobrouk," "Les Lions Sont Laches," "Le Chemin Des Ecoliers," and "Normandie-Niemen."

In addition to the above, Podhorzer has also completed the sale of another group of films to Embassy Pictures, among them "Blazing Sand," an Israeli adventure story, "Seven In The Sun," and "Invitation To Murder."

# USIA'S Stevens Cites Importance Of Films To U.S. Foreign Policy

## D of J Okays Termination Of N. Y. Paramount Lease

NEW YORK—Federal Judge Edmund L. Palmieri, with approval of the Department of Justice, has signed an order permitting the Paramount Pictures Theatres Corporation to terminate its lease on the Paramount in Times Square.

The lease agreement was entered into between 1501 Broadway Corporation, a Paramount Pictures Corporation subsidiary, which owns the Paramount Building in which the theatre is located, and Paramount Pictures Theatres Corporation on Dec. 30, 1949.

Paramount Pictures Theatres Corporation became a subsidiary of American Broadcasting-Paramount Theatres following the Paramount divorce.

The Paramount Building will pass into the hands of Webb and Knapp in September. The theatre area will be converted into office space and an exhibition hall.

## Research Drive Mapped

NEW YORK—The Research Drive will be the official name of the 1964 fund-raising drive of the entertainment industry on behalf of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories, which was launched in the metropolitan New York area with a kickoff breakfast meeting attended by industry leaders, circuit executives, theatre managers, and committee chairmen and co-chairmen.

Jack Lemmon, star of the forthcoming Columbia picture, "Good Neighbor Sam," has narrated the new Audience Collections trailer on behalf of the 1964 Research Drive which seeks to raise a record amount of money this year for the operation of the Hospital and its expanding research program.



Roddy MacDowall, one of the stars, helped the Pantages, Hollywood, celebrate its first anniversary of 20th-Fox's "Cleopatra" as he cut a piece of birthday cake for Genevieve Rupp, manager of the theatre.

LOS ANGELES—George Stevens, Jr., director of the International Motion Picture Service, U. S. Information Agency, said that the struggle of communist countries to develop the use of motion pictures in the "struggle for men's minds" will make it necessary for us to combat this massive effort.

In his address before the Rotary Club of Los Angeles, he told the business leaders, "We are committed to do this by telling the truth—we are set out to counter the black magic of the opposition with the white magic of truth."

Though the effect of American films abroad is of vital importance to our foreign policy, he said, censorship of films going abroad should be avoided. He said, "In effect, a film unsuitable for export would be unsuitable for commerce of any kind in a day where over 50 per cent of film revenue comes from abroad."

He said that film makers should not consciously strive to mold an image of what America is in any film, but should express "their perceptions to the best of their ability."

His agency produces some three hundred documentary films per year, he said, and three hundred newsreels. The films are shown in more than a hundred countries and are translated into as many as 52 languages.

As an example, he cited a documentary made on the Aug. 28 March in Washington. He quoted from an Israeli newspaper, which he said might give an idea of the impact of the film around the world: "Only the greatest democracy in the world is able to show such a film about one of her most difficult internal problems."

Since the USIA films are not shown to the American public, he told the audience of a few of these films, including "The School at Rincon Santo" which won a major prize at the Venice Film Festival.

He told the group that in the U.S.S.R., Czechoslovakia, and Poland, there are institutes of cinema, "elaborate institutions instructing not only their own citizens but also eager students from the developing nations of the world, students hungry for the capacity to communicate to their people and influence their times."

He said that in addition to serving as propaganda opportunities for these countries, these schools threatened to be "mounting blocks for disciples who will command the motion picture screens in the developing countries of Africa and Asia."

Freedom from censorship, he said, shows the world that America's film makers are free to explore their own society, a license not given to artists in countries where the cinema is controlled by the state. He said that his attitude towards commercial films is based on the need for a society to have the freedom to criticize itself adding that "the overwhelming effect (of American pictures on the world) has been to our benefit."

## Becker To U Press Dept.

UNIVERSAL CITY, CALIF.—Bill Becker, for the past seven years a New York Times staff writer, has joined David Golding's staff in the Universal City Studios motion picture press department. Becker will be in charge of the department's national newspaper service.



## Stern, Solomon Form Associated Distrib Corp.

NEW YORK—Ernest Stern, president, Associated Theatres of Pittsburgh, Pa., who has 35 theatres and drive-ins, and Joe Solomon, president, Fanfare Films, Philadelphia, announced the formation of Associated Film Distributing Corporation, which will acquire and distribute two films nationally a year to help fill the void in the release schedules in May and June and September and October.

The new company will headquarter in Philadelphia.

The first film is "Devil Doll," made in England, which will be given a big advertising and exploitation campaign and open in a northeastern saturation of 200 to 250 theatres in September.

Richard Gordon, Gordon Films, will be associated with the company in negotiations with European producers, and George Waldman will handle distribution in New York. Stern will be president of Associated, and Solomon will be vice-president.

## N. Y. Tri-Centennial Mapped

NEW YORK—A special sub-committee of the advertising and publicity directors committee of the Motion Picture Association of America, under the chairmanship of Silas Seadler, met with D. John Phillips, executive secretary, Metropolitan Motion Picture Theatres Association, to discuss industry participation with the Mayor's Committee for the 300th anniversary of New York City.

The group discussed several activities in which the industry would help celebrate the city's tri-centennial. These suggestions are being incorporated in a memorandum to be presented to the full advertising and publicity directors committee.

Attending in addition to Seadler and Phillips were Emery Austin, assistant to the director of advertising, publicity, and exploitation for Metro-Goldwyn-Mayer; Bernard Serlin, chairman of the MPAA exploitation coordinating group and exploitation director for Paramount; and Taylor Mills, representing the MPAA.

Seadler is serving as the industry's representative on the public events publicity committee of New York.

## "Molesters" Under Fire

AKRON, OHIO—City law director James Barbuto termed "The Molesters" as "very boring, distasteful in part, and a lousy D movie," but nonetheless declared that he could find no cause to prosecute under Ohio laws.

He made his remarks after he had witnessed a screening of the Swiss import at Loew's here along with several law department aides.

Barbuto, however, termed the theatre front advertising "misleading and suggestive," with photographs which were not a part of the movie. The theatre management promptly removed the ads.

In Cleveland, a showing of the film was cancelled after over 300 protesting telephone calls were received by the theatre management.

In Indianapolis, Circuit Court Judge John L. Niblack refused to issue an order enjoining Loew's Theatre from displaying alleged offensive advertising for "The Molesters" when he found the evidence insufficient to warrant a temporary injunction.



Columbia Pictures president A. Schneider, left, chats with Richard Brooks, producer-director of Columbia's "Lord Jim," on the set at Shepperton Studios, England.

## NCCJ Honors "Lilies" With Brotherhood Award

NEW YORK—Ralph Nelson's "Lilies of the Field" received another major tribute when it was presented with a top National Conference of Christians and Jews Award.

James R. Velde, vice-president of United Artists, accepted the Award in behalf of producer-director Nelson and Academy Award-winner Sidney Poitier.

Dr. Lewis Webster Jones, NCCJ president, explained the selection of "Lilies of the Field" for the 1964 National Mass Media Brotherhood Award as follows:

"Its universal values apply to every man of every faith, race and national background. Its theme is a humorous and heartwarming testament to the nobility of mankind. Few pictures in the past decade have come so close to fostering the NCCJ ideals and objectives of respect for individual dignity and understanding and cooperation among the many diverse religious, racial, and ethnic communities in America.

The presentation was made by the Honorable Brooks Hays, representing the NCCJ as 1964 National Brotherhood Week chairman. Hays is the former Congressman from Little Rock, Ark., and special assistant and consultant to four Presidents of the United States.

## First Fly-In Theatre Now Operating In Iowa

ST. ANSGAR, IA.—What is believed to be the first fly-in drive-in is operating three miles west of St. Ansgar, Ia.

Harlan Anderson, who has been operating a drive-in for automobiles, has now added a special parking ramp complete with speakers for aircraft, and a 1,500 foot sod landing strip is available for light craft. With the large number of flying farmers in Iowa, it could provide additional business, although Anderson so far is not charging for the planes or passengers.

In addition to the ramp which will hold a dozen light planes, he is also installing some lawn chair type seats for passengers and pilots who are not able to park in the ramp space.

The landing area does have lights, but Anderson has requested pilots not familiar with the field to arrive before dark. There is no problem with after-dark take offs.

## K. C. Capri Is Second Cinerama Theatre There

KANSAS CITY—Installation of Cinerama equipment now under way in the Capri Theatre will give Kansas City a second Cinerama theatre, the third city in the United States to offer two attractions in this process at the same time. New York and Los Angeles are the first two cities to have two Cinerama attractions.

The Capri is being readied by Durwood Theatres for an opening of "Circus World" July 1, with reserved seats and a top price of \$2.25. The circuit found it necessary to convert the second theatre because the Empire, also a Durwood operation, currently is playing "Mad World" in its 27th week at figures which forbid taking it out.

The Capri will emerge with about 1,235 seats, against 1,260 which it has had since it recently was changed from a legitimate theatre to a deluxe motion picture house. The company regards it as a showcase of the circuit, according to Stanley H. Durwood, president.

Expenditure for the changeover will approximate \$60,000, including lenses, booth changes, and the new vertical louvre, curved screen, Durwood said.

A preview of "Circus World" was to be held June 30 in an arrangement with station WDAF-TV-AM-FM, which has taken over the house for the night and is using the occasion to promote its "Circus of Summer Programming."

## "Sam" Campaign Launched

NEW YORK—The first of a series of merchandising conferences throughout the United States and Canada for David Swift's comedy, "Good Neighbor Sam," took place in New York, where exhibitors and circuit ad-pub executives from throughout the metropolitan area met with Columbia promotion executives to discuss plans for the forthcoming opening of the Jack Lemmon film.

Attending the seminar were more than 30 top exhibitor personnel from the area, including Charles Call and Brendan Siegfried, Century Theatres; Ernest Emerling, Ted Arnow, and Dave Weitzner, Loew's Theatres; James Pisapia, Stuart Kolbert, and Harry Padva, Interboro Theatres; Eppy Rosen, Associated Independent Theatres; Len Kaplan, Town and Country Theatres; and representatives of Redstone Circuit, Triangle Circuit, and Island Circuit.

The kick-off meeting for "Good Neighbor Sam," first of many planned in key markets as the film opens throughout the summer, was under the supervision of Roger Caras, Columbia exploitation manager.

## U Concludes Martin Drive

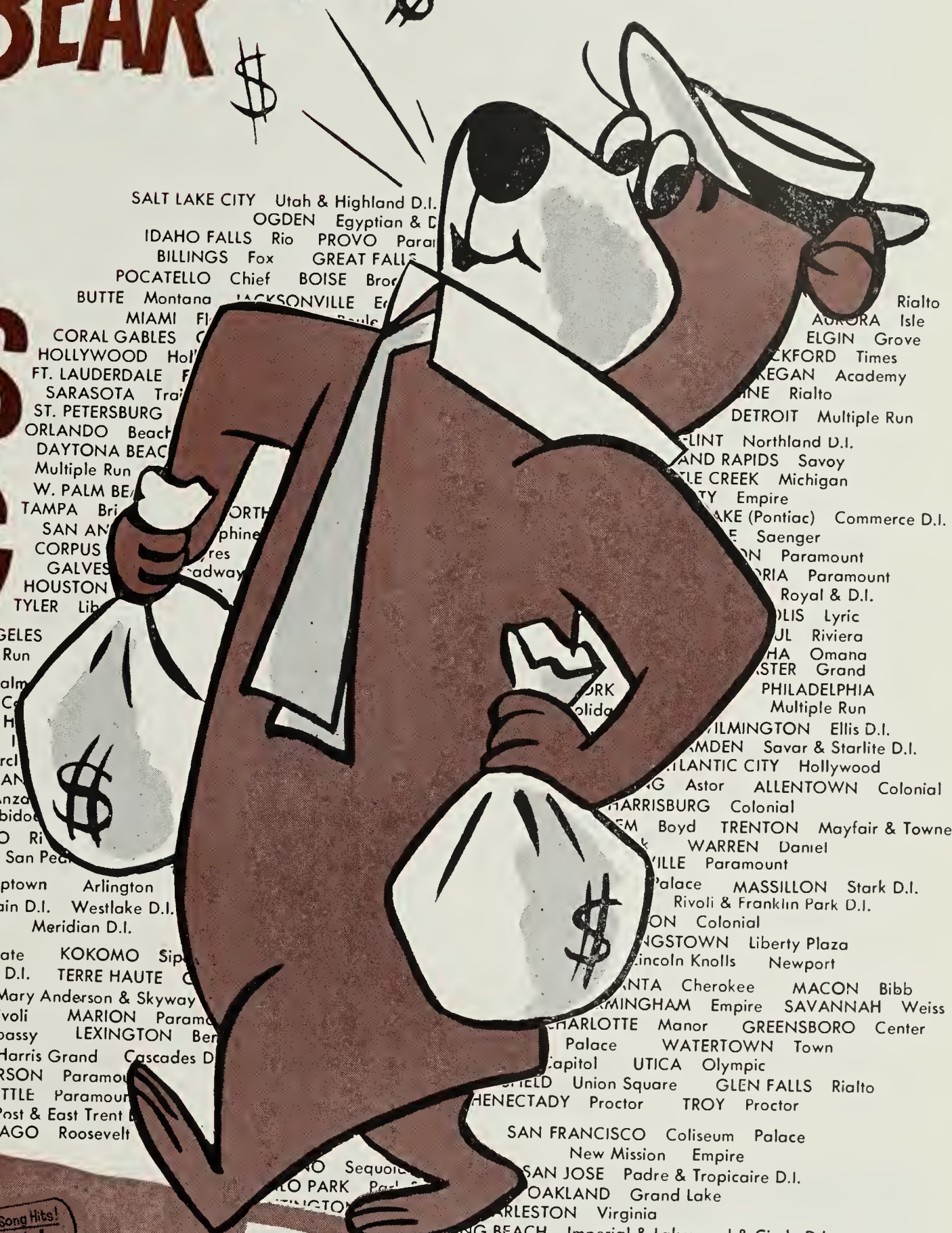
NEW YORK—Universal Pictures Company's 26 weeks "Hi Martin Sales Drive" with \$50,000 in prizes to be awarded to the leading domestic regional sales managers, branch managers, salesmen, and bookers, concluded with what was expected to be the biggest week in domestic billings since the drive started. Martin is marking 30 years of service with Universal.

At the end of the 25th week, the leading branch was Seattle, headed by James B. Mooney, with New York, managed by Harold Saltz second; Buffalo, headed by Ike Ehrlichman, third; St. Louis, managed by Thomas E. Dunn, fourth; and Portland, headed by Russell Brown, fifth. The leading region was that headed by Joseph B. Rosen.

# HEY THERE IT'S YOGI BEAR

# WHO HAS EXHIBITORS WHISTLING ALL THE WAY HOME

and all the way to the bank!...



- SALT LAKE CITY Utah & Highland D.I.
- OGDEN Egyptian & D.I.
- IDAHO FALLS Rio PROVO Parat
- BILLINGS Fox GREAT FALLS
- POCATELLO Chief BOISE Broc
- BUTTE Montana JACKSONVILLE Er
- MIAMI Fl
- CORAL GABLES G
- HOLLYWOOD Hol
- FT. LAUDERDALE F
- SARASOTA Trai
- ST. PETERSBURG
- ORLANDO Beach
- DAYTONA BEAC
- Multiple Run
- W. PALM BEA
- TAMPA Bri
- SAN AN
- CORPUS
- GALVES
- HOUSTON
- TYLER Lib
- LOS ANGELES Multiple Run
- PHOENIX Palm
- BAKERSFIELD Co
- LAS VEGAS H
- LONG BEACH I
- Lakewood & Circ
- ANAHEIM (SAN
- RIVERSIDE De Anza
- Arlington Rubido
- SAN BERNARDINO Ri
- SAN PEDRO San Pea
- INDIANAPOLIS Uptown Arlington
- Twin D.I. Mark Twain D.I. Westlake D.I.
- Pendleton Pike D.I. Meridian D.I.
- RICHMOND State KOKOMO Sip
- LAFAYETTE West D.I. TERRE HAUTE C
- LOUISVILLE Mary Anderson & Skyway
- MUNCIE Rivoli MARION Parama
- FT. WAYNE Embassy LEXINGTON Ber
- BLOOMINGTON Harris Grand Cascades D
- ANDERSON Paramo
- SEATTLE Paramour
- SPOKANE Post & East Trent
- CHICAGO Roosevelt
- WILMINGTON Ellis D.I.
- AMDEN Savar & Starlite D.I.
- ATLANTIC CITY Hollywood
- ING Astor ALLENTOWN Colonial
- HARRISBURG Colonial
- EM Boyd TRENTON Mayfair & Towne
- WARREN Daniel
- VILLE Paramount
- Palace MASSILLON Stark D.I.
- Rivoli & Franklin Park D.I.
- ON Colonial
- NGSTOWN Liberty Plaza
- Lincoln Knolls Newport
- ANTA Cherokee MACON Bibb
- BIRMINGHAM Empire SAVANNAH Weiss
- CHARLOTTE Manor GREENSBORO Center
- Palace WATERTOWN Town
- Capitol UTICA Olympic
- FIELD Union Square GLEN FALLS Rialto
- HENECTADY Proctor TROY Proctor
- SAN FRANCISCO Coliseum Palace
- New Mission Empire
- NO Sequoia SAN JOSE Padre & Tropicaire D.I.
- LO PARK Par
- OAKLAND Grand Lake
- INGTON ARLESTON Virginia
- ING BEACH Imperial & Lakewood & Circle D.I.
- Rialto
- AURORA Isle
- ELGIN Grove
- CKFORD Times
- REGAN Academy
- INE Rialto
- DETROIT Multiple Run
- ELINT Northland D.I.
- AND RAPIDS Savoy
- LE CREEK Michigan
- TY Empire
- AKE (Pontiac) Commerce D.I.
- E Saenger
- ON Paramount
- RIA Paramount
- Royal & D.I.
- OLIS Lyric
- JL Riviera
- HA Omana
- STER Grand
- PHILADELPHIA Multiple Run


Hear these Song Hits!

- "Like I Like You"
- "St. Louis"
- "Ash Can Parade"
- "Wet Your Whistle"
- "Ven-e, Ven-o, Ven-a"
- "Hey There, It's Yogi Bear"

Starring **YOGI BEAR**

Columbia Pictures presents A HANNA-BARBERA production  
**"Hey There, it's YOGI BEAR"**  
 YOGI Color

Screenplay by JOSEPH BARBERA, WARREN FOSTER and WILLIAM HANNA  
 Produced and Directed by WILLIAM HANNA and JOSEPH BARBERA. Starring DAVIS BUTLER  
 as the voice of YOGI BEAR, co-starring DON MESSICK as the voices of BOO BOO and RANGER SMITH  
 Original Music and Lyrics by RAY GILBERT and DOUG GOODWIN. Music score by MARTY PAICH  
 Original soundtrack album on Colpix Records.

THE BIG ONES THAT DO THE BIG BUSINESS COME FROM  COLUMBIA!

# The NEW YORK Scene

By Mel Konecoff

DAVE HORNE, vice-president in charge of foreign distribution at American International, reported the other day at a luncheon conference that company business is now up 40 per cent over last year, and that it has shown an increase of 15 per cent in the last two months alone. Present also was actor-singer Frankie Avalon, who had many words of praise for the company, stating that it beat working for many of the major companies. Everyone from president Jim Nicholson and executive vice-president Sam Arkoff down was "nice people." They treated their people like human beings, asked for opinions, and had a great awareness of what the public wanted, with fine follow-up on publicity and promotion.

Avalon, who has been averaging two pictures per year, has signed a deal with AIP which will carry him through 1969. It also gives him a participation in the pictures he makes. He hopes to make pictures other than the "Beach" type, but he's not complaining about those he has made, feeling that they have increased his popularity in club dates as well as record sales, which have zoomed following his picture appearances. His next for AIP will be "Jet Set," due to start in October-November.

Horne reported that he had closed a number of deals while in Europe after a successful session at the Cannes Film Festival. He signed to release six films in France, the entire program of 20 in Belgium, 12 in French West Indies, nine in Italy, and he also arranged for a franchise deal in Israel. He is in the midst of closing other contracts for product to go in Germany, Greece, Turkey, Sweden, Finland, Switzerland, Spain, Holland, and the African territories. He also arranged to take on foreign films to be distributed in other areas than the U. S., with nine coming from Italy and six from England's Compton-Cameo.

Horne reported that Bill Levy has resigned as European sales representative and that Jeffrey Sion has replaced him, to operate out of new offices in England under closer supervision from the home office.

**REPTILE DEPARTMENT:** The boys at MGM and Seven Arts have issued a dictum to the public—we're gonna get you to come see "The Night of the Iguana." One of the gimmicks that they hope will accomplish this is a 13-minute color short entitled "On The Trail of the Iguana," which we gather is the brainchild of Seven Arts vice-president Ed. Feldman.

We saw same at the Metro projection room, where MGM vice-president and general sales manager Morris Lefko reported that a number of theatres are playing the subject. It shows the filming of the picture, the stars and supporting players, director John Huston in informal poses, construction crews at work, as well as Elizabeth Taylor being a side-line visitor. So many requests are being received that the print order on the subject has been hiked to 250 at a cost of \$17,500.

Feldman was proceeding on the theory of providing entertainment for the public while getting his sales pitch across. Too often, said he, the screens have been used to sell everything but their own product—movies. The featurette can play theatres up to a week before opening and can also be used on tv domestically and abroad. A regular trailer is available for use just before the film opens.

The short is quite interesting and entertaining, and it's free.

**THE METROPOLITAN SCENE:** Universal Newsreel and McCall's Magazine have joined forces in a promotion that will see theatre patrons looking at beauty and fashion sequences in color in the company's newsreels. The magazine is plugging the newsreel in the July issue, and the newsreel plugs the magazine as it shows the latest in fashions, make-up, etc. Local department stores were alerted to tie-in with theatres showing the June 30 and July 3 issues of the newsreel. Universal also had prepared some one sheets for theatre use. . . . The 96th technical conference of the SMPTE this fall here will see registrants and their wives taking excursion boats to the World's Fair, where they will view films and new techniques in a number of exhibits.



A testimonial luncheon was tendered recently to Jesse Zunsler, film critic, Cue Magazine, at the Americana Hotel, New York, on the occasion of his retiring to devote his time to writing. Seen are, left to right, Arthur Mayer, elder statesman of the industry; Russell Downing, Radio City Music Hall; Bosley Crowther, New York Times; and Zunsler.

## V. C. Humanitarian Award To Dr. Sidney Farber

BOSTON—Dr. Sidney Farber, noted professor of pathology at the Harvard Medical School, is to receive this year's variety International Humanitarian Award.



DR. FARBER

The doctor, selected by newspaper editors and former recipients of the award, is founder and director of the Children's Cancer Research Foundation, chairman of the cancer panel of President Johnson's newly created Commission on Heart Disease, Strokes, and Cancer, in addition to his post as Professor of Pathology at

Harvard.

The coveted award has been presented annually for 37 years as a tribute to those men and women who have done the greatest good for the greatest number of people.

After receiving his M. D. degree from Harvard in 1927 Dr. Farber joined the staffs of the Harvard Medical School and the Children's Hospital. He is known for his fundamental contributions to pathology of early life, for the raising of standards of pediatric medical and surgical practice, and for his application of the sciences basic to medicine to pediatrics.

Dr. Farber's research in cancer began early in 1927. Twenty years later he was able to report his discovery that the commonest form of cancer in children, acute leukemia, could be controlled temporarily by the administration of a chemical compound related to folic acid.

In 1947 he discovered that the drug, aminopterin and the related chemical, methotrexate, cause temporary, but complete, remission of symptoms in acute leukemia.

This discovery also made possible the realization of a plan Dr. Farber had been developing for many years—the creation of facilities where children with leukemia and other forms of cancer could receive an ideal form of medical treatment.

In 1947 his aims were realized in the creation of the (Jimmy Fund) Children's Cancer Research Foundation, which cares for the largest number of children with cancer in any one institution. Its research program marks one of the pioneer steps in the bringing together of basic science and medicine.

## Floersheimer To New Post

NEW YORK—The appointment of Albert Floersheimer, Jr., director of advertising and publicity for Walter Reade-Sterling, Inc., to the new post of executive assistant to Sheldon Gunsberg, executive vice-president of the organization, was announced by Gunsberg.

Floersheimer joined the Walter Reade-Sterling organization in 1946, serving as a vice-president first for advertising, publicity, and exploitation, and later for the company's catering activities. From 1959 to 1963, he was director of public relations for the Theatre Owners of America, and in February, 1963, rejoined the Reade-Sterling company in the advertising-publicity capacity.

The appointment of Guy Biondi as vice-president for advertising and publicity of Walter Reade-Sterling, Inc., was announced jointly by Reade and Saul J. Turell, president.

Biondi has resigned his position as eastern representative for the Mirisch Company.

## First Detroit Festival Artistic, But Unprofitable

DETROIT—This city has had its first film festival, and the results are being studied to determine if they justify the week-long event becoming an annual one.

The concept, brain-child of Woodrow R. Praught, president of United Detroit Theatres, which screened its attractions at the Grand Circus, was of seven consecutive bills of films which had won awards in European and other festivals.

Choosing the site of a downtown showcase usually devoted to regular first-run, was also interesting. (UDT has many neighborhood houses.) While art houses have multiplied here rapidly, originally there was but one art house which was located downtown. This has long since gone under while the existing ones flourish in the neighborhoods.

The net result could be evaluated as an artistic triumph, but as Praught put it, "not exactly profitable." Attendance was better than expected for all seven bills.

The hitch came from the relatively high cost of organizing and publicizing. Material was beamed at specialized segments of the public. Over 10,000 contacts were made to area schools and colleges directly, and by mail.

"We are," stated Praught, "especially gratified at the support we have received from many sources, and during the course of the festival we uncovered other areas of support we can call upon if we do it again."

The programs (which included award-winning shorts) were "The White Shiek" (Federico Fellini), Italy; "Devi, The Goddess," India; "Vitelloni" (Federico Fellini), Italy; "The Exiles" and "On the Bowery," United States; "Fires on the Plain," Japan; "Chronicles of a Summer," France; and "Taiga," German.

As of now, Praught believes the circuit will repeat in 1965.

## Pitt. Exhibs End Ad Fight

PITTSBURGH — Eight theatres which attempted to get a court order to compel the Scripps Howard Press to accept their advertising for the independent release, "Blood Feast," gave up their fight, evidently convinced that they didn't have a case.

Common Pleas Judge Gwilym A. Price had previously denied them a preliminary injunction, praising the newspaper's stand.



At a recent London press reception launching American International's new Edgar Allan Poe film "Ligeia," AIP executive vice-president Samuel Z. Arkoff is seen with, left, MacGregor Scott, managing director of Warner Pathe Distributors, Ltd., Nat Cohen and Stuart Levy, heads of Britain's Anglo-Amalgamated Productions, Ltd.

## LONDON Observations

By Jock MacGregor

THE ANNUAL REPORTS of the British Film Producers Association and the Federation of British Film Makers are to hand. It would be hard to find two more conflicting documents. The former is staid and optimistic; the latter is sour and reserved, to say the least. The Fed are highly critical of the BFPA for appearing to doubt the existence of a production and release crisis last year; standing aside from the controversy on the sale of British Lion without apparently urging safeguards to preserve the independence of the company; and not voicing criticism of the monopolistic position of Associated British and Rank during the Cinema Films Council inquiry into the industry's structure and trading practices. The BFPA declare that fears of a production crisis were not well founded; foresee production being maintained at about 74 long films a year; and, with the circuits playing around 45 per cent British features voluntarily, see no need for an increase in the 30 per cent quota.

Despite the many American associated companies in membership, the Fed continues to press for a higher quota to be exhibited. They fear that the future is still uncertain with the likelihood of recurrent crises unless the basic problems are courageously tackled. The report is feverently anti-circuit, and the term monopoly occurs as often as in a left wing manifesto. Indeed, their antagonism seems to have blinded them to what has happened in America, and even if they do not seek complete divorcement, they court the equivalent with the suggested compulsory acquisition of many Rank and AEC theatres to make a third circuit of equal booking power. While they recognized that in view of product shortages, all three would not necessarily have new programs every week, they claim relevant theatres would then be able to play successful reruns and off-beat pictures. Since this can restrict the potential, particularly of average take pictures, it is obvious Rank and AB could find continued production uneconomic.

One thing on which both groups agree is that overseas earnings are all important, for few pictures recoup their cost in the home market. "Every year the film industry needs to become more international in its outlook to pay its way," says the Fed report, and continues, "The tasks of selling British films abroad, getting fair prices, and bringing the money back call for continued vigilance and for an increasing measure of industry action." The BFPA records a plan being considered for the establishment of an industry office in New York to provide initially at least a publicity service for British films throughout America. This is a splendid idea, but some companies could make a start by improving relations with established American outlets here and possibly save a lot of money.

IT WOULD APPEAR that to those with attractive pictures there was no crisis, but to those with "low budget films which ought never to have been conceived as first features," to quote a John Davis descriptive, there was. Most of the allegedly delayed pictures which were the centre of the dispute have been released, and the box office has provided the reasons. Now Hal Chester's "Hide and Seek," which went into production two years ago, has been launched on ABC to a most scathing press, and is, ironically, part of a British Lion bill with the gay color musical, "Just for You," on which shooting only began on April 13. Incidentally, people on all sides of the industry are beginning to ask what is happening to the new British Lion, which at the time of writing has still to finalise its key personnel and announce a comprehensive production lineup, though the setup seems much as before last year's troubles. A middle budget subject, "The Uncle," has started on location, but there is nothing more explicit about "Modesty Blaise," announced as the "first big one from new British Lion," than that filming starts this year. Neither director nor cast are named. There are no details of productions for the company director teams of the Boultings and Launder Gilliat, and it is wondered what would have been made had not the regime been disturbed by the National Film Finance Corporation exercising its option to buy out the board. These directors then put up a terrific fight to regain control in the face of other bidders so they knew what they were getting. It is therefore not surprising that film folk are conjecturing about the lack of big news.

FROM AS FAR AFIELD as the Pacific, Rank Overseas Film Distributor reps came to London for a special Cinerama screening of Sam Bronston's latest, which will be known in many countries as "Circus World," but here as "Magnificent Showman," since Fred Thomas thinks many might be put off "circus" through too many indifferent shows on tv. Resplendent in the cowboy outfit given him by Bill Bohlen, El Paso exhibitor, when he handled Rank publicity in America and took April Olrich on a personal appearance tour, Geoff Martin announced the guests to a celebration lunch. Art work and stills lined the walls, and I felt a bit of an interloper since Paramount releases the picture in America. . . . 20th-Fox's Percy Livingstone has launched a drive to make exhibitors more conscious of the available exploitation material. Now, at trade shows, he is screening regular and teaser trailers and displaying posters, layouts, tieups, discs, and all other selling aids in the foyer. I dropped in on the inauguration of the campaign with "What a Way to Go," and noted posters, etc., featured Shirley MacLaine in fetching full length evening dress rather than in the bikini of American advertising. I thought this could be due to the industry's poster censorship and the subway authorities abhorrence of anything encouraging the frustrated amateur poster artist. John Fairbairn, however, told me that it had been done because too many current releases have resorted to bikini designs, and they wanted something strikingly different. . . . American International have been to the fore. Nat Cohen and Stuart Levy hosted a reception for Sam Arkoff to announce their next joint excursion into the horrors of Edgar Allan Poe's "Ligeia," and introduce Vincent Price's leading lady, Elizabeth Shepherd, who has impressed me on the small tv screen. Meanwhile, "Masque of the Red Death," which has lost six minutes in a skirmish with the censor, and "Man with X Ray Eyes" have opened as "An X Adults Only" program at the New Victoria, before going on ABC circuit release.

## ATLANTA

Martin Theatres Circuit announced a \$3,500,000 program of new theatre construction, remodeling and acquisition for the next 12 months. Since 1961, the circuit has grown from 80 to over 150 theatres. . . . The Alabama Theatres Association, Motion Picture Theatre Owners and Operators of Georgia and Tennessee Theatre Owners Association will hold their joint convention at the Americana Hotel here on Nov. 8-12. The conclave had originally been set for Oct. 25-26; but the change was made to avoid a conflict with the Theatre Owners of North and South Carolina convention in Charlotte, N. C. . . . Robert B. Steuer, executive vice president, American Cinema Distributors, with headquarters in Mobile, Ala., was married to Mary Joan Devay in New Orleans. . . . Martin Theatre's Belmont, Smyrna, Ga., reopened with new seats and carpeting and a new larger screen among the refurbishings. . . . The Starlite Drive-In, Durham, N. C., completely rebuilt and enlarged, reopened. A buffet dinner at the Jack Tar Hotel was held in connection with the affair.

## BUFFALO

The hosts of Variety, from the world over, descended upon Buffalo for the 37th annual international convention, a pow-wow which Buffalo general chairman James J. Hayes declares will be "the best ever." Close to 1,000 are expected to attend the meeting, according to registration chairman Myron Gross. . . . Edward L. Hyman, vice-president, American Broadcasting-Paramount Theatres, accompanied by a number of home office AB-PT executives, was in Buffalo for conferences with Arthur Krolick, district manager, Buffalo and Rochester, and an inspection of the Buffalo AB-PT houses, the Paramount and Center. Hyman Krolick, and the group visited Rochester for a meeting with AB-PT city manager Francis Anderson and a tour of the company's Kodak Town houses, the Paramount and Regent. . . . For the past 10 years, Harry Altman (Buffalo's Mr. Showman) and Mrs. Altman have been hosts at a picnic held in their Glen Amusement Park, Williamsville, for those children in western New York stricken with cerebral palsy. The picnic was held again this year in the Glen, and all the children were royally entertained by the Altmans. . . . Cort Sheridan, a west coast trainer, came to town the other day to do some tub-thumping for "Robinson Crusoe on Mars." He, in company with Paul Mantee, and Barney, a monkey, visited the newspapers and radio stations and got a lot of publicity for the film, which was shown at the Elmwood, Abbott, Apollo, Bailey, Aurora (in East Aurora), and Riviera (North Tonawanda) theatres, and the Broadway and Niagara drive-ins. The high spot of the publicity given the film was a three-column splash in the form of an interview with Barney, the monk, in the Courier-Express.

## CINCINNATI

Intensive promotions and sharp publicity on current and upcoming films during the past several weeks have aroused the interest of movie patrons, and the results are beginning to pay off at the boxoffice. There have been extensive area promotional campaigns for "The Island of the Blue Dolphins," "How the West Was Won," "Muscle Beach Party," and very good previews of "The Unsinkable Molly Brown" here and in Indianapolis. Dale Stevens, movie critic for the

Post & Times-Star, featured Odis Owens, Keith manager, in an article on film promotions. . . . Another promotional idea which worked out very well was the display of original paintings depicting the highlights of "Mediterranean Holiday" when it played the Valley. Patrons were presented with gift certificates which could be applied toward the purchase of any of the 200 paintings. . . . Edward Salzberg, art Guild operator, is emphasizing the short-subject films which are creating renewed interest among art-film enthusiasts at the Guild. . . . Beth Baker, 10-year-old daughter of Murray Baker, division manager for Continental, has received an award for "excellence in piano music" from the Cincinnati Conservatory of Music, and also one for "outstanding scholastic achievement for fourth graders" from her Covedale School. . . . Mike Beininger, new MGM field man, held a get-acquainted meeting with exhibitors from Troy, Springfield, and Dayton, O.

## COLUMBUS, O.

Herman Hunt has booked "The Fall of the Roman Empire" for Hunt's Cinestage starting July 17. "Tom Jones" ends its run on July 15 after a 23 weeks' engagement. . . . Tommy Kirk, seen in many Walt Disney movies, will appear in person in "Tovarich" with singer Jane Morgan in the Kenley Players' production at Veterans Memorial opening July 21. . . . Nobu McCarthy, Japanese screen actress and wife of an American GI, will be seen in the Kenley production of "The Teahouse of the August Moon" with Henry Morgan and screen actor Ty Hardin the week of July 28. . . . Ed McGlone, RKO city manager, who recently underwent surgery at Will Rogers Memorial Hospital, is reported well on the road to recovery. . . . Loew's Ohio has completed a redecorating program on the mezzanine, including rest rooms. The Ohio's lower lounge has been closed to the public. . . . Chillicothe, Ohio, telephone company is preparing to set up a CATV system, reported Ed Payne, owner of a Chillicothe drive-in. . . . Ron Pataky, theatre editor of the Citizen-Journal, has become a show business commentator on WTVN-TV here for the duration of the newspaper strike.

## DALLAS

The highest box office gross of any multiple run in the area's history was made by "The Island of the Blue Dolphins" in its first week at 15 theatres. The Robert B. Radnitz production drew in upwards of \$50,000 at the box office during the week. . . . E. C. Elder has been promoted to Paramount exchange sales manager. He was previously a salesman who joined the staff several months ago. Jack Haymie has joined the staff as salesman, according to Bernard Brager, manager of the exchange. . . . Paul Beutelman was winner in the seven-nine age group, Paige Norris for the 10-12 age group and Gred Dunn in the 13-15 age group in the newspaper contest conducted here in conjunction with the showing of "Hey There, It's Yogi Bear." Local Columbia officials named the winners. Beutelman and Dunn were winners of a two week vacation at the Golden Fawn Boys Ranch, and Miss Paige receives a one week's vacation to the Golden Fawn Dude Ranch. . . . Bill Barber, member of the staff of Rowley United Theatres in the headquarters office here, became a father for the first time with the birth of a baby son. . . . Vernon Watkins, member of the booking staff of Frontier The-

atres, underwent recent surgery. . . . Morton Foods, for Chip-O, is conducting a "Chip-O Night" each Monday at the city's various drive-ins. A 29 cent or larger bag of the corn food product, plus one paid admission, will admit the entire family to any local D-I. . . . Trellis Ross, staff member of Universal film exchange, suffered a broken collarbone and leg injuries as the result of an automobile accident. . . . O. A. Reesman has been appointed general manager of Frontier Theatres, which operates in Texas and New Mexico. He has been in the local office since 1946 and began his career with H. J. Griffith, president of Frontier, in 1939. He has served as construction supervisor and director of maintenance and repairs, concessions, and purchasing in his years with the circuit. . . . Elsie Parish, Rowley United Theatres, has been installed as president of the Dallas chapter of Women of the Motion Picture Industry. . . . Ann Blyth will be seen at the Music Hall in the stage version of "The Sound of Music," the next Dallas summer musical production. . . . Norm Levinson, general manager, Trans-Texas Theatres, received a gold record from United Artists. The record contains the spot announcements to be used on radio for "It's a Mad, Mad, Mad, Mad World," originated by Levinson and Sam Price, Price Advertising Agency, for the Dallas run of the film. They are to be used world wide by United Artists.

## DES MOINES

George March, Vermillion, S. Dak., won top honors at the Variety Club's annual golf stag held at Hyperion Field in Des Moines. . . . Clare Mosher, 60, who had retired as theatre operator, died at Mason City. He had operated the Lake and Park theatres, Clear Lake. . . . The Sac City, operated by Clarence Coon, is again holding summer matinees on Wednesdays, proving quite popular for the rural town. The shows are supported by the local women's clubs, and the matinees, all eight for \$1, are part of the community's summer recreational program. . . . Jack Dodgin is the new manager, State and Waco Drive-In, Washington, Ia., replacing Clarence Locke. . . . The Hardacre, Tipton, Ia., has been redecorated, and Francis Shilling is manager. . . . Bob Reynolds has also started a Wednesday afternoon show for the kiddie trade at the Marion, Ia., theatre.

## DETROIT

A few hundred more potential customers for downtown theatres: The Detroit Ball Bearing Company of Michigan has purchased a 3 1/2 acre tract from the city in Corktown (now-raised skid row) for \$750,000, and will erect a \$1 million warehouse and office building. It will employ 100 persons, many of whom with their families will doubtless eventually reside in the area.

## HOUSTON

Jack Lever and his wife are here on a visit with his brother Al Lever, city manager of the Interstate Theatres. This is the first time they have met in 32 years. . . . The local drive-in theatres are cooperating with Chip-O each Monday night from now through Labor Day. With a 29 cent or larger bag of Chip-O, plus one paid admission, the drive-in will admit an entire family. . . . "Black Like Me," a film based on Fort Worth novelist John Howard Griffin's masquerade as a

Negro, has a multiple opening in six drive-in theatres. . . . Kids under 12 are being admitted free to the Yale where "Lilies of the Field" and "McLintock" are being shown. . . . The closing notice has been posted for "The Fall of the Roman Empire," in its 11th week at the Tower. . . . "The Island of the Blue Dolphins" will have a multiple opening at 16 local theatres. . . . Shad Graham, local movie producer, is currently on a business trip to New York. . . . Marlene Dietrich is coming to Houston to star in a Sept. 23 spectacular at the Music Hall, a benefit for the Institute of International Education. . . . Homer McCallon, manager, Loew's State, has issued a personal guarantee to patrons for the current showing of "The Chalk Garden." He is offering money back to any patron not enjoying the showing.

## JACKSONVILLE

Mary Ellen Boyd, former Warner Bros. office worker, and her husband Charles were receiving congratulations over the birth of their first child, Janelle Lynn. . . . Alice Weaver, United Artists branch manager's secretary from Des Moines, had a vacation stay here with her brother-in-law, George K. Friedel, 20th-Fox salesman, and her sister, Mrs. Friedel. . . . The AIP offices in the Florida Theatre Bldg. were the center of attention for all exhibition film bookers of Florida as Charley King, AIP manager, conducted a drawing which resulted in U. S. Savings Bonds worth \$100, \$75, \$50 and \$25 going to four lucky bookers. With a total of approximately 3,000 AIP feature film bookings in the drawing pool over a period from Feb. 1 to June 1, the top prize winner was Claude Browning, Floyd Theatres booker of this city. Tom Sawyer, former Florida State Theatres booker, won the second prize; Dave Roper, Enterprise Booking Service, came in third; and Bill Baskin, FST booker, copped fourth place. . . . The longest run in the history of the San Marco Art Theatre has been achieved by "Lilies of the Field" as it entered the fifth week of its second run at the Southside art house. . . . A Catholic nun and former teacher in parochial schools of Florida, Sister Anna Grace, S.S.J., who is the daughter of Mrs. Anne Dillon, local WOMPI leader and secretary to LaMar Sarra, chief counsel and vice-president of Florida State Theatres, has been granted a special dispensation by the Holy See to receive Holy Communion in an unusual manner. Sister Anna Grace, now physically helpless in Miami's Mercy Hospital as a result of multiple sclerosis, has not been able to swallow solid foods for the past four years. Under the dispensation, she is now able to receive Holy Communion under the form of wine instead of bread. Mrs. Dillon revealed that Sister Anna Grace entered religious life two decades ago with a special dispensation permitting her to take her religious vows at the age of 16.

## NEW HAVEN-HARTFORD

Lockwood and Gordon has named Charles Bergin, former projectionist at the Cine Webb, Wethersfield, and Plaza, Windsor, as manager, Torrington Drive-In, Torrington, succeeding Thomas Fanning, resigned. . . . William Trambukis, Loew's Theatres division manager, met with Mrs. Ruth G. Colvin, Loew's Poli, Hartford, and Sidney H. Kleper, Loew's College, New Haven. Kleper's daughter, Bonnie, was recently married. . . . Ray McNamara, resident manager, New England Theatres, Inc. (AB-PT regional affiliate), at



Claudia Martin and James Darren are seen discussing United Artists' "For Those Who Think Young" with UA branch manager Robert Friedman in the Green Room of the John Wanamaker Department Store, Philadelphia, where they made personal appearances in connection with saturation area openings of the film.

the Allyn, Hartford, was in Boston for home office promotion meetings on July 15 Connecticut premiere of MGM's "The Unsinkable Molly Brown." Debbie Reynolds starrer will open day-and-date at the Allyn and at the Menschell Manchester and Pike Drive-Ins. . . . Jim Collins, Smith Management district manager, met with Alfred Alperin, Meadows Drive-In, Hartford. . . . Richard Wilson, L and G's East Windsor Drive-In, East Windsor, will host a number of "live" acts as pre-screen time entertainment this summer. . . . Edward J. Statkiewicz, in various managerial capacities with Perakos Theatres, has been named manager, Southington Drive-In, Southington, succeeding William Hutchins, resigned. . . . The State, Jewett City, is closed for a month's extensive remodeling. Mrs. Katharine Dupont, manager, is visiting relatives in California for the first time in 30 years. . . . Peter G. Perakos, Sr., president, Perakos Theatre Associates, has established the Peter Perakos Scholarship Awards at New Britain High School, two students to annually receive college funds for demonstration of "sound mind in sound body." His son, Peter Jr., circuit office manager, made the first presentation in appropriate high school ceremonies. . . . WHCT-TV (channel 18), America's first over-the-air subscription tv experiment, is offering a summer bonus plan to its 5,000 Hartford subscribers. During July and August, customers may save their full rental costs by purchasing five or more programs, thus in effect getting free rental and service of decoder equipment which unscrambles subscription tv sound and picture.

## NEW ORLEANS

Herman Dyke is now managing the Martin, Florala, Ala. He was transferred from the Grand, Cornelia, Ga., where he has been succeeded by Allie Combs. . . . W. E. Limmroth, general manager, Giddens and Rester Theatres, and his wife are back home in Mobile, Ala., after a pleasure jaunt in Europe. . . . Gulf States Theatres have turned back the operation of the Lincoln and Temple, Baton Rouge, La., to Ina Lee Freeman and Fred Williams. . . . Charles Waterall, Sr., Alabama exhibitor, is up and around again after several months mending severe back injuries suffered in a fall at his Area Drive-In, Grovehill, Ala. . . . United Theatres, Inc., have closed a deal with Art Theatre Guild, Inc., Scottsdale, Ariz., to take over the operation of their National Art-house in the up-town section of New Orleans as of June 28. . . . Steve Formato, MGM salesman, is on

two weeks reserve training at Alvin Calendar Field with the Air Reserve unit. . . . Robert Steuer, vice-president, Cinema Distributors of America, with headquarters here, and Joan Devay were married at his grandfather's home in Metry, La.

## PHILADELPHIA

A delegation of New York Variety Club members headed by Chief Barker Jack H. Levin were in to observe the recent operation of Old Newsboys Day. They also participated in the parade and sold copies of the "Happiness Edition" of the Inquirer. . . . The first group of campers left for the Variety Club Camp today (July 1). . . . His many industry friends wished Sam Diamond, 20th-Fox branch manager, well on his promotion to eastern division manager; and welcomed his successor here—Bennett Goldman from the Detroit branch. . . . The Howard Follies is open again as a nudie movie. . . . Milt Young, Columbia exploiteer, had several nice tie-ups on "Hey There, It's Yogi Bear" for its area break. . . . 20th-Fox held a 1964 product presentation on forthcoming product at the Vine Street Screening Room followed by a luncheon at the conclusion of the meeting.

## SAN ANTONIO

Every Monday night is "Chip-O-Night" at the local drive ins, sponsored by Morton Foods. All summer long from now until Labor Day, any 29 cent bag or larger of Chip-O's, together with one paid admission, will admit an entire family to any drive-in in the city. . . . Herman Sollock, manager, Woodlawn, operated by Cinema Arts Theatres, has booked a road show engagement of "Becket" to open on July 2. . . . Big John Hamilton, local restaurant owner and erstwhile actor, is scheduled to go to Hollywood to discuss a new western movie role. . . . John Santikos, operator, Olmos, indoor, and the San Pedro D-I, has booked for showing the 35mm version of "How The West Was Won" for its first suburban run. San Antonio has no theatre available for Cinerama showings at present. . . . Miss Judy Noble, winner of San Antonio Evening News' Elvis Presley contest, was finally found. She did not know she had won the \$50 prize until a friend saw a story in the newspaper saying the winner could not be located. . . . Ellen Jane Turner, 10, was girls' grand prize winner of a week's stay at the Golden Fawn Dude Ranch, and David Randall Overstreet, 11, and Joey Salazar, nine, were winners of the two week trips to the Golden Fawn Boys Ranch in the San Antonio News "Yogi Bear" coloring contest.

## SEATTLE

The annual meeting of National General Corp. for district managers and other officials was held here. Among those attending were William H. Thedford, Pacific Coast division manager; J. Walter Bantau, general purchasing agent and chief engineer; Mel Glatz, Fox Inter-Mountain purchasing agent; and L. E. Pope, Fox Midwest purchasing agent. District managers attending included Bob Smies, Bob Weeks, and Harold Wyatt, all of the Beverly Hills home offices; Ernest Strum, San Diego; John Klee and Lou Tavolara, San Francisco; Oscar Nyberg, Seattle; Ray Davis and John Denman, Denver; Jack McGee, Salt Lake City; Fred Souttar and Dick Conley, Kansas City; and John Meinardi, St. Louis.

## Eleanor Roosevelt's Life Subject Of Feature Film

NEW YORK — "The Eleanor Roosevelt Story," a feature-length film about the life and works of one of the world's most famous and beloved women, has gone into film production.

The new film, produced by Sidney Glazier and directed by Richard Kaplan, is a venture which had its inception on Nov. 7, 1962. Said Glazier: "on that day when I attended the funeral of Mrs. Roosevelt in the rose garden of Hyde Park, I felt that what Mrs. Roosevelt lived and worked for should never be forgotten. Last year, with the generous support of a handful of public-spirited men and women who share my views, it was decided to make a permanent film record of Mrs. Roosevelt's life with the hope that generations of people the world over will be inspired and encouraged to carry on all that she represented during her lifetime."

"The Eleanor Roosevelt Story" is scheduled to be completed for showing in January of 1965, with New York selected as the site for the American premiere. Producer Glazier is currently planning to have simultaneous premieres in major international capitals throughout the world. For foreign showings, the film will be dubbed in the language of each country.

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Seen at the recent installation of officers of Women of the Motion Picture Industry at the Atlanta Variety Club were, left, Mrs. Nell Middleton, MGM, president; right, Mrs. Johnnie Barnes, Wilby-Kincey, past president and board member; and center, Mrs. Bernice Wasson, a past president who was named Atlanta WOMPI of the year.

## Chi Bears, NGC Pact For Theatre-TV Games

CHICAGO—The world champion Chicago Bears and National General Corp. of Los Angeles have completed negotiations to show all of the Bears' 1964 home games on closed circuit television in Chicago theatres, marking a breakthrough in continuous presentation of a major sport through this entertainment medium, it was announced at a joint press conference by George Halas, Bears owner and coach, and Irving H. Levin, NGC executive vice-president.

Halas said he regarded the historic step as public service for residents of Chicago who might otherwise be unable to secure tickets at Wrigley Field.

Levin, who also heads his company's Theatre Color-Vision Corp. subsidiary, which is now planning a permanent nationwide closed circuit entertainment network in theatres, hailed the transaction with the National Football League champion as "a precedent certain to be watched closely by other club owners and major sports executives and a programming milestone in closed circuit theatre television."

These theatre screen telecasts will be shown initially in Chicago's Arie Crown Theatre, with approximately 5,000 seats, and Balaban & Katz' Uptown, with about 4,400 seats, and expanded as demand dictates, Levin said.

NGC is also discussing similar arrangements with other club owners.



Mrs. Harry M. Pimstein, right, retiring Chief Barkerette, Variety Club of New York, Tent 35, recently turned over her gavel to incoming Chief Barkerette Mrs. George Waldman.

## Florida Gals "Sentence" New WOMPI Officers

JACKSONVILLE — A large group of WOMPI members and invited guests attended the annual WOMPI installation of officers ceremony at the Gatepost Restaurant.

Preceded by a cocktail hour and a smorgasbord dinner, the installation was a highly original mock court trial planned and conducted by Mamie Newman and Philomena "Phil" Eckert, WOMPI members from the Columbia booking office, who were the installing officers.

Incoming officers and board members were treated as prisoners who had professed themselves guilty of mock crimes and were brought to an English court of law for sentencing. The judge, Mrs. Newman, wore a long, white periwig and a black gown and sat at a judge's bench in the middle of the dining area. The prosecuting attorney, Mrs. Eckert, stood by the judge and read the charges as prisoners were brought to the dock.

For their "crimes" of commission in carrying out a WOMPI "conspiracy" of good fellowship along Film Row and "instigating" assistance for more than a score of charitable groups, the following were "sentenced" to one-year terms for their deeds: Kitty Dowell, MGM, president; Mary Hart, FST, first vice-president; Mildred Land, United Artists, second vice-president; Shirley Gordon, Warner Bros., corresponding secretary; Anne Dillon, FST, recording secretary; and Edwina Ray, FST, treasurer. Others sentenced to terms on the board of directors were Ida Belle Levey, United Artists; Joyce Malmborg, Allied Artists; Peggy Foland, Craddock Films; Jackie Capps, MGM; and Vivian Ganas, Dorothy Zeitling, and Myrtice Williams, all of FST.

Another highlight of the program was an address by Mrs. Waldo Norris, an honorary WOMPI member who conducts one of Florida's most popular television programs over station WJXT, channel 12. Mrs. Norris surprisingly announced that she is retiring from television after eight and a half years of strenuous work. The remainder of her talk was a nostalgic review of her career which has brought her to leadership in many important civic affairs. She said that one of the finest honors she has received consisted of being one of six newswomen among more than 240 newsmen from the United States and several foreign countries who were invited to Hollywood by Stanley Kramer on behalf of United Artists for the world premiere of "It's A Mad, Mad, Mad, Mad World."

Other leading participants in providing a memorable evening for WOMPI members and guests were Fred Mathis, Paramount manager, master of ceremonies; C. H. "Buck" Robuck, United Artists salesman, who delivered the invocation; and Mary Hart, WOMPI leader, who introduced Mrs. Norris, the guest speaker.

## Para. Names Lo Presti

NEW YORK—Alfred Lo Presti has been appointed New York technical operations manager of Paramount Pictures Corporation, it is announced by the company.

He will assume the duties formerly performed by Frank La Grande, retired, and will be associated with Paramount's eastern production department, headed by Russell Holman. Additionally, he will continue his services to the print department.

# SERVISECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JULY 1, 1964

SECTION TWO  
VOL. 71, NO. 25

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyelscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Relisue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
- 6309 GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
- 6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
- NEVER PUT IT IN WRITING—C-93m.—Pat Boone, Milo O'Shea—5161 (4-29-64)—Cute suspense comedy—Filmed in Ireland
- 6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Paik—5065 (7-10-63)—Fair programmer—English
- 6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
- 6401 SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help
- 6403 STRANGLER, THE—D-89m.—Victor Buono, David McLean, Diane Sayer—5153 (4-15-64)—Good mystery meller
- THIN RED LINE, THE—MD-99m.—(CS)—Keir Dullea, Jack Warden—5161 (4-29-64)—Good war film
- 6308 WAR IS HELL—MD-81m.—Tony Russell, Bayes Barron—5125 (1-22-64)—Good war entry for lower half
- 6402 YANK IN VIET-NAM, A—MD-80m.—Marshall Thompson, Kieu Chinh—5129 (2-5-64)—Well made programmer—Filmed abroad

### COMING FEATURES IN ORDER OF RELEASE

- Feb. LIFE IN DANGER, A—Darrin Nesbitt, Julie Hopkins
- Mar. SECRET DOOR, THE—(C)—Robert Hutton, Sandra Dorne
- May NAKED KISS, THE—Constance Towers, Anthony Eisley

### COMING

- LIGHT OUT OF DARKNESS—Ray Charles, Dawn Addams
- BLOOD ON THE ARROW—(CS; C)—Dale Robertson, Martha Hyer
- MASTER SPY—Steven Murray, June Thorburn—English
- NIGHT PROWLERS—Terence Longdon, Jennifer Jayne—English
- PARTY, THE—Carol Lynley
- RACING FEVER—(C)—Joe Morrison, Barbara Bigert
- TRAIN 349 FROM BERLIN—Jose Ferrer, Sean Flynn, Nicole Courcel

## AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 815 BLACK SABBATH—MD-99m.—(PC)—Boris Karloff, Susy Anderson, Mark Dammon—5161 (4-29-64)—Three-part horror entry is well made, intriguing—Italian-made; English dialogue—
- 810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
- 819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker
- 822 COMMANDO—MD-98m.—Stewart Granger, Dorlan Grey—5145 (3-18-64)—French Foreign Legion programmer—Italian-made; English dialogue
- DEMENTIA 13—MD-81m.—William Campbell, Luana Anders—5133 (2-19-64)—Horror for the dualers
- ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- 814 EVIL EYE, THE—MD-92m.—John Saxon, Leticia Roman, Valentina Cortesa—5173 (6-10-64)—Good whodunit for program—Italian-made; dubbed in English
- A02 GOLIATH AND THE VAMPIRES—MD-91m.—(ColorScope)—Gordon Scott, Glanna Maria Canale—5161 (4-29-64)—Interesting spectacle—Italian-made; dubbed in English
- 812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
- A05 MASQUE OF THE RED DEATH—MD-90m.—(PV; PC)—Vincent Price, Hazel Court—5169 (5-27-64)—Effective horror drama
- A01 MUSCLE BEACH PARTY—CMU-94m.—(PV; PC)—Frankie Avalon, Annette Funicello—5149 (4-1-64)—Teeners may think this a cute novelty
- PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
- 813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
- 804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
- 823 TORPEDO BAY—MD-95m.—James Mason, Lilli Palmer—5145 (3-18-64)—Different war meller is okay programmer—Italian-made; English dialogue
- 809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
- 805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

### TO BE REVIEWED

- BIKINI BEACH—(PV; C)—Frankie Avalon, Annette Funicello, Martha Hyer
- CALIFORNIA—Jock Mahoney
- CONQUERED CITY—(C)—David Niven, Ben Gazzara—Italian-made
- DAY THE EARTH FROZE—(S; C)—Nina Anderson, Jon Powers
- FEAR—Boris Karloff
- GODZILLA VS THE THING—(EC)—Japanese-made
- GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff
- ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester
- LAST MAN ON EARTH—Vincent Price

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- Advance To The Rear . . . . . A2 MGM
- Adventures Of Scaramouche . . . Emb.
- Act One . . . . . A2 WB
- Adorable Julie . . . . . For.
- Affair At The Villa Fiorita, The . . . WB
- Agony And The Ecstasy, The . . . Fox
- All The Way Home . . . . . A2 Par.
- America, America . . . . . A3 WB
- Americanization of Emily, The . . . MGM
- Amok . . . . . Fox
- Any Number Can Win . . . . . A2 MGM
- Apache Uprising . . . . . Fox
- Ape Woman, The . . . . . Emb.

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



**B**

• Aphrodite, Goddess Of Love ..	Emb.
Auntie Mame—Re. ....	A3 W8
Avenger, The .....	For.
Of Orgosolo .....	A2 For.
Barbarian's The .....	For.
Beach Party .....	A3 A-1
Bedtime Story .....	A3 UI
• Bear, The .....	A1 Emb
• Behold A Pale Horse .....	Col.
Beauty And The Body .....	Misc.
Becket .....	A3 Par.
Bell, Bare and Beautiful .....	Misc.
Best Man, The .....	A4 UA
• Bikini Beach .....	A-1
Black Like Me .....	Misc.
Black Sabbath .....	B AI
Block, The .....	Misc.
Blood Feast .....	Misc.
• Blood On The Arrow .....	AA
Blood On The Balcony .....	For.
Brass Bottle The .....	A1 U
Bridge On The River Kwai,	
The-RE .....	A1 Col.
• Bullet For A Badman .....	A2 U
Bunny Yeager's Nude Las Vegas	
.....	Misc.
• Bus Riley's Back In Town .....	U

**C**

• California .....	A3 AI
Captain Newman, M.D. ....	A2 U
Cardinal, The .....	A3 Col.
Caretakers, The .....	A3 UA
Carpetbaggers, The .....	B Par.
Castilian, The .....	A2 W8
Ceremony, The .....	A3 UA
Chalk Garden, The .....	A2 U-1
Challenge To Love .....	For.
Charde .....	A2 U-1
• Cheyenne Autumn .....	W8
Children Of The Damned .....	A2 MGM
• Circus World .....	Par.
Cleopatra .....	8 Fox
Clown And The Kid, The .....	A1 UA
• Collector, The .....	Col.
Comedy Of Terrors, The .....	8 AI
Commando .....	A3 A-1
• Condemned Of Altona, The ...	A3 Fox
• Congo Vivo .....	Col.
• Conquered City .....	AI
• Conjugal Bed, The .....	B EMB
• Contempt .....	Emb.
• Crack In The World .....	Par.
Crawling Hand, The .....	Misc.
Crimson Blade, The .....	A1 Col.
Cry Of Battle .....	B AA
Curse Of The Living Corpse, The	
.....	B Fox

**D**

Dark Purpose .....	A2 U
Day And The Hour, The .....	A2 MGM
• Day The Earth Froze .....	A-1
Dead Ringer .....	A3 W8
Dementia (Filmgroup) .....	8 A-1
Devil Ship Pirates .....	A2 Col.
Disorder .....	For.
• Disorderly Orderly, The .....	Par.
Distant Trumpet, A .....	A2 W8
Douglas, The Fingerman .....	For
Dream Maker, The .....	A-1 U
Dr. Crippen .....	A3 WB
Doctor In Distress .....	For.
Dr. Strangelove .....	A4 Col.
Don't Give Up The Ship—Re. ...	A3 Par.
Don't Tempt The Devil .....	A3 For.
Duel Of Champions .....	For.

**E**

Easy Life, The .....	A4 Emb.
• East Of Sudan .....	Col.
• Emil And The Detectives .....	8V
Empty Canvas, The .....	C Emb.
Ensign Pulver .....	A2 WB
• Erasmus With Freckles .....	Fox
• Erik, The Conqueror .....	A2 A-1
Evil Of Frankenstein, The .....	A2 U
Evil Eye .....	A-1
Eyes Of Annie Jones .....	A3 Fox

**F**

• Fall Safe .....	Col.
Fall Of The Roman Empire .....	A1 Per.

OPERATION WAR HEAD—Sean Connery, Stanley Holloway  
 SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele  
 SOME PEOPLE—(C)—Kenneth More  
 TIME TRAVELERS, THE—(C)—Preston Foster, Mary Anders  
 UNEARTHLY STRANGER, THE—John Neville  
 UNDER AGE—Anne MacAdams Roland Rover  
 VOYAGE TO THE END OF THE UNIVERSE—(S)—Dennis Stephens

**BUENA VISTA****DISTRIBUTED DURING THE PAST 12 MONTHS**

FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors  
 INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation  
 MISADVENTURES OF MERLIN JONES, THE—C-88m.—(TC)—Tommy Kirk, Annette—5125 (1-22-64)—Fairly amusing entry  
 MOON-SPINNERS, THE—D-119m.—(TC)—Hayley Mills, Eli Wallach—5181 (6-24-64)—Good adventure entry  
 SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart  
 THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGoohan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England  
 TIGER WALKS, A—D-91m.—(TC)—Brian Keith, Vera Miles—5145 (3-18-64)—Good entry for family and younger set has Disney name  
 20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature

**TO BE REVIEWED**

EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell  
 MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke  
 THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

**COLUMBIA****DISTRIBUTED DURING THE PAST 12 MONTHS**

BRIDGE ON THE RIVER KWAI, THE—MD-161m.—(CS; TC)—William Holden, Alec Guinness, Jack Hawkins—5165 (5-13-64)—Reissue is high rating adventure story  
 CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts  
 CRIMSON BLADE, THE—MD-83m.—(Hammerscope; C)—Lionel Jeffries, June Thorburn—5149 (4-1-64)—Fair import—English-made  
 DEVIL-SHIP PIRATES—MD-86m.—(HammerScope; EC)—Christopher Lee, Andrew Keir—5145 (3-18-64)—Okay adventure yarn—English-made  
 DR. STRANGELOVE: OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB—CD-93m.—Peter Sellers, George C. Scott, Sterling Hayden—5129 (2-5-64)—Unusual serio-comedy should spark loads of word of mouth  
 721 FURY OF THE PAGANS—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program  
 GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy  
 GOOD NEIGHBOR SAM—C-130m.—Jack Lemmon, Romy Schneider—5181 (6-24-64)—Highly amusing entry  
 HEY THERE, IT'S YOGI BEAR—CAR-88m.—(EC)—Produced and directed by William Hanna and Joseph Barbera—5169 (5-27-64)—Cute look at hero of comics and TV ranks with best cartoon features  
 IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Polignant love story of American girl in Paris—Made in France  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 LONG SHIPS, THE—MD-125m.—(TR; TC)—Richard Widmark, Sidney Poitier, Rosanna Schiaffino—5173 (6-10-64)—Lavish and spectacular period adventure tale—European made  
 L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal  
 MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made  
 NEW INTERNS, THE—D-123m.—Michael Callan, Barbara Eden, Dean Jones—5165 (5-13-64)—Entertaining sequel should please wide audience  
 OLD DARK HOUSE, THE—CMD-86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made  
 PSYCHE '59—D-94m.—Curt Jurgens, Patricia Neal, Samantha Eggar—5162 (4-29-64)—Psychological drama with femme-appeal—English-made—Davis-Royal  
 QUICK GUN, THE—W-87m.—(TS; TC)—Audie Murphy, Meiry Anders—5153 (4-15-64)—Okay western  
 REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.  
 RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad  
 SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England  
 STRAIT-JACKET—MD-89m.—Joan Crawford, Diana Baker, Leif Erickson—5121 (1-8-64)—Grisly, but exploitable, horror shocker  
 SWINGIN' MAIDEN, THE—C-81m.—(TC)—Michael Craig, Anne Helm, Jeff Donnell—5125 (1-22-64)—Fair supporting feature—English made  
 006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work  
 UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemmon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy  
 VICTORS, THE—D-153m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

**COMING**

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn  
 COLLECTOR, THE—(C)—Kenneth More, Samatha Eggar, Terence Stamp  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 EAST OF SUDAN—(TC)—Anthony Quale, Sylvia Sims—English  
 FAIL SAFE—Henry Fonda, Dan O'Herlihy  
 FINEST HOURS, THE—Documentary On Sir Winston Churchill—English-made  
 FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer  
 HARVEY MIDDLEMAN, FIREMAN—(C)—Eugene Troobnick, Hermione Gingold  
 I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet  
 LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
 LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens  
 LOVE HAS MANY FACES—(PV; C)—Lana Turner, Cliff Robertson, Hugh O'Brian  
 MAJOR DUNDEE—(PV; C)—Charleston Heston, Richard Harris  
 MICKEY ONE—Franchot Tone, Hurd Hatfield, Alexandra Stewart  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newly, Anne Aubrey  
 PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English  
 RIDE THE WILD SURF—(C)—Fablan, Tab Hunter  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 THREE STOOGES MEET THE GUNSLINGERS, THE—Three Stooges, Nancy Kovack  
 TRAVELING LADY, THE—Steve McQueen, Lee Remick  
 WATCH IT, SAILOR—Dennis Price Marjorie Rhodes

**EMBASSY**

CONJUGAL BED, THE—CD-87m.—Ugo Tognazzi, Vldady—5074 (9-25-63)—Well-made, entertaining import—Italian made; English titles

**EASY LIFE, THE**—D-105m.—Vittorio Gassman, Jean Louis Trintignant—5121 (1-8-64)—Highly interesting import—Italian-made; English titles  
**EMPTY CANVAS, THE**—D-104m.—Bette Davis, Horst Buchholz, Catherine Spaak—5153 (4-15-64)—Fair Import for adults—Italian-made; English dialogue  
**FURY AT SMUGGLERS BAY**—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
**WOMEN OF THE WORLD**—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration  
**YESTERDAY, TODAY AND TOMORROW**—COMP.-119m.—(C)—Sophia Loren, Marcello Mastroianni—5149 (4-1-64)—Entertaining import—Italian-made; English titles  
**ZULU**—D-138m.—(TR; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobsson—5173 (6-10-64)—Highly interesting entry—Filmed in Africa

**COMING**

**ADVENTURE OF SCARAMOUCHE**—(C)—Gerard Barray—French-made  
**APE WOMAN, THE**—Ugo Tognazzi, Annie Girardot—Italian  
**BEAR, THE**—Renato Rascel, Francis Blanche  
**APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
**CONTEMPT**—(WS; C)—Brigitte Bardot, Jack Palace—French  
**HOUSE IS NOT A HOME, A**—Shelley Winters, Ralph Taeger, Robert Taylor  
**PASSIONATE THIEF, THE**—Anna Magnani  
**YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
**LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**LOVE MAKERS, THE**—Claudia Cardinale, Jean-Paul Belmondo  
**THREE PENNY OPERA**—Curt Jurgens, June Ritchie  
**GHOST AT NOON**—(C)—Brigitte Bardot, Jack Palace  
**ONLY ONE NEW YORK**—Documentary

**MGM**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

**ADVANCE TO THE REAR**—C-97m.—(PV)—Glenn Ford, Stella Stevens, Melvyn Douglas—5150 (4-1-64)—Good cast sparks chucklesome service comedy  
**5421 ANY NUMBER CAN WIN**—MD-111m.—(Dialscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles  
**CHILDREN OF THE DAMNED**—D-90.—Ian Hendry, Barbara Ferris—5126 (1-22-64)—Superior suspense shocker is worthy sequel of "Village Of The Damned"—English-made  
**DAY AND THE HOUR, THE**—MD-115m.—Simone Signoret, Stuart Whitman—5141 (3-4-64)—Interesting import—French-made; English dialogue and titles  
**FAMILY DIARY**—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made; English titles  
**FLIPPER'S NEW ADVENTURE**—D-103m.—(MC)—Luke Halpin, Pamela Franklin—5169 (5-27-64)—Good entry for youngsters and family trade  
**GLADIATORS SEVEN**—MD-92m.—(EC; CS)—Richard Harrison, Loredana Nucisk—5153 (4-15-64)—Well made action import—Italian-made; dubbed in English  
**GLOBAL AFFAIR, A**—C-84m.—Bob Hope, Lillo Pulver—5129 (2-5-64)—Hope comedy is cute idea  
**GOLDEN ARROW, THE**—FAN-91m.—(TC; TE)—Tab Hunter, Rossana Podesta—5165 (5-13-64)—Arabian Nights tale for under-17s and kids—Italian-made; dubbed in English  
**GOLD FOR THE CAESARS**—MD-86m.—(TC)—Jeffrey Hunter, Mylene Demongeot—5174 (6-10-64)—Another action-packed Italian-made spectacle—Italian-made; dubbed in English  
**401 HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
**HONEYMOON HOTEL**—C-89m.—(PV; MC)—Robert Goulet, Nancy Kwan, Robert Morse—5174 (6-10-64)—Names will assist tepid farce  
**HOW THE WEST WAS WON**—D-152m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
**406 HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze  
**KISSIN' COUSINS**—CMU-96m.—(MC)—Elvis Presley, Glenda Farrell—5141 (3-4-64)—Cute Presley entry  
**MAIL ORDER BRIDE**—C-85m.—(PV; MC)—Buddy Ebsen, Keir Dullea, Lois Nettleton—5126 (1-22-64)—Appealing western comedy with different twist  
**403 MURDER AT THE GALLOP**—CD-81m.—Margaret Rutherford, Robert Morley—5065 (7-10-63)—"Miss Marple" returns in another delightful mystery-comedy—English  
**355 MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
**NIGHT MUST FALL**—D-105m.—Albert Finney, Sheila Hancock—5150 (4-1-64)—Well-made drama—English-made  
**PRIZE, THE**—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action boost plush drama—Partly made in Sweden  
**RHINO!**—D-91m.—(MC)—Harry Guardino, Shirley Eaton—5154 (4-15-64)—Interesting entry on African wild life—Made in Africa  
**SEVEN FACES OF DR. LAO**—FAN-100m.—(MC)—Tony Randall, Arthur O'Connell, Barbara Eden—5141 (3-4-64)—Unusual, interesting fantasy  
**SQUARE OF VIOLENCE**—MD-96m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
**SUNDAY IN NEW YORK**—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated comedy to suit adult tastes  
**TAMAHINE**—C-85m.—(CS; EC)—Nancy Kwan, John Fraser—5150 (4-1-64)—Pleasant romantic comedy for program—English-made  
**333 TARZAN'S THREE CHALLENGES**—MD-92m.—(Dialscope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad  
**334 TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gir Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy aimed at family audiences  
**409 TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults  
**TWO ARE GUILTY**—D-131m.—Anthony Perkins, Jean-Claude Brialy—5142 (3-4-64)—Interesting import—French-made; English titles  
**UNSINKABLE MOLLY BROWN, THE**—MUC-128m.—(PV; MC)—Debbie Reynolds, Harve Presnell—5169 (5-27-64)—Superior musical fun entertainment  
**402 V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made  
**VIVA LAS VEGAS**—MU-86m.—(PV; MC)—Elvis Presley, Ann-Margaret—5170 (5-27-64)—Bright, gay and sure to please the younger set  
**404 WHEELER DEALERS, THE**—C-106m.—(PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce

**COMING FEATURES IN ORDER OF RELEASE**

**VICE AND VIRTUE**—Catherine Danauve, Annie Girardot, Robert Hasseln  
**TIKO AND THE SHARK**—(WS; C)—Tahitian Cast  
**Sept. MGM'S BIG PARADE OF COMEDY**—Compilation  
**July NIGHT OF THE IGUANA**—Richard Burton, Ava Gardner, Deborah Kerr  
**Aug. LOOKING FOR LOVE**—(MC)—Connie Francis, Jim Hutton

**COMING**

**AMERICANIZATION OF EMILY, THE**—James Garner, Julie Andrews, Melvyn Douglas  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**HERCULES, SAMSON, AND ULYSSES**—(WS; EC)—Kirk Morris, Richard Lloyd—Italian-made  
**JOY IN THE MORNING**—(PV; MC)—Richard Chamberlain, Yvette Mimeo  
**LOVE CAGE**—Jane Fonda, Alan Delon  
**MURDER AHOY**—Margaret Rutherford, Lionel Jeffries—English-made  
**MURDER MOST FOUL**—Margaret Rutherford, Terry Scott  
**OF HUMAN BONDAGE**—Klm Novak, Laurence Harvey  
**OUTRAGE, THE**—(PV)—Paul Newman, Claire Bloom, Laurence Harvey  
**POSTMAN'S KNOCK**—Spike Milligan, Barbara Shelley  
**QUICK, BEFORE IT MELTS**—(PV; MC)—Robert Morse, Anjanette Comer  
**ROUNDERS, THE**—(PV; MC)—Glenn Ford, Henry Fonda, SuAnn Langdon  
**SANDOKAN, THE GREAT**—(WS; TC)—Steve Reeves  
**SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman  
**SMOG**—(WS)—Annie Girardot, Renato Salvatore

Family Diary ..... A2 MGM  
 Fantasia—Re. .... A2 BV  
 Farewell To Arms, A—Re. .... B Fox  
 Fargo ..... U  
 • Fate Is The Hurter ..... rox  
 • Father Goose ..... U  
 FBI Code 98 ..... A1 WB  
 • Fear ..... A-1  
 • Finest Hours, The ..... Col.  
 • First Men In The Moon ..... Col.  
 Flight From Ashiya ..... A3 UA  
 Flipper's New Adventure ..... A1 MGM  
 • Fluffy ..... U  
 For Those Who Think Young ... A3 UA  
 Four For Texas ..... B WB  
 From Russia, With Love ..... B UA  
 Fun In Acapulco ..... A3 Par.  
 Fury at Smuggler's Bay ..... A2 Emb  
 Fury Of The Pagans ..... A2 Col

**G**

• Ghost At Noon ..... Emb.  
 Giant Monster, The ..... For.  
 Gidget Goes To Rome ..... A1 Col.  
 • Girl With Green Eyes ..... UA  
 Given Word, The ..... For.  
 Glass Cage, The ..... Misc.  
 Gladiators Seven ..... A-1 MGM  
 Global Affair A ..... A3 MGM  
 • Godzilla Vs The Thing ..... A1  
 Gold For The Caesars ..... A2 MGM  
 Golden Arrow, The ..... A1 MGM  
 • Goldfinger ..... UA  
 Goliath And The Vampires ..... A2 A-1  
 Gone Are The Days ..... A2 Misc.  
 • Goodbye Charlie ..... Fox  
 Good Neighbor Sam ..... A2 Col.  
 Grand Olympics, The ..... For.  
 • Graveside Story, The ..... A-1  
 • Great Race, The ..... WB  
 • Greatest Story Ever Told, The ... UA  
 Gunfight At Comanche Creek ... A3 AA  
 • Gunfighter At Casa Grande ... MGM  
 Gun Hawk, The ..... B AA  
 • Guns At Batasi ..... Fox

**H**

Harbor Lights ..... A2 Fox  
 • Hard Day's Night, A ..... UA  
 • Harvey Middleman, Fireman ... Col.  
 Haunted Palace ..... A2 A-1  
 Haunting, The ..... A2 MGM  
 He Rides Tall ..... B U  
 • Hercules, Samson And Ulysses ... MGM  
 Hey There, It's Yogi Bear ..... A1 Col.  
 Hidden Room Of 1,000  
 Horrors, The ..... For.  
 Hide And Seek ..... A2 U  
 Honeymoon Hotel ..... B MGM  
 Hootenanny Hoot ..... A2 MGM  
 • Horror Of It All, The ..... Fox  
 Horror Of Party Beach, The .... B Fox  
 • House Is Not A Home, A ..... Emb.  
 • How To Murder Your Wife ..... UA  
 How The West Was Won ..... A1 MGM  
 • Hush, Hush, Sweet Charlotte ... Fox

**I**

• I'D Rather Be Rich ..... U  
 • I Love, You Love ..... C Col.  
 • I'll Take Sweden ..... UA  
 Incredible Journey, The ..... A1 BV  
 • In Harm's Way ..... Par.  
 In The French Style ..... A3 Col.  
 Incredible Mr. Limpet, The ... A1 WB  
 Intimate Diary Of Artists'  
 Models ..... Misc.  
 • Invitation To A Gunfighter ... UA  
 Island Of The Blue Dolphins ... A1 U  
 • It's Alive ..... A1  
 It's A Mad, Mad, Mad, Mad  
 World ..... A1 UA

**J**

• John Goldfarb, Please Come  
 Home ..... Fox  
 Johnny Cool ..... B UA  
 • Joy In The Morning ..... MGM

36 HOURS—(PV)—James Gardner, Eva Marie Saint  
 VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan  
 YELLOW ROLLS ROYCE, THE—(PV; MC)—Ingrid Bergman, Rex Harrison, Omar Sharif  
 YOUNG LOVERS, THE—Peter Fonda, Sharon Huguency  
 YOUR CHEATIN' HEART—George Hamilton, Susan Oliver, Red Buttons

- K**
- Killers, The ..... A3 U
  - Kings Of The Sun ..... A2 UA
  - Kiss Me, Stupid ..... UA
  - Kiss Of The Vampire ..... A2 U
  - Kisses For My President ..... A3 WB
  - Kissin' Cousins ..... B MGM
  - Kitten With A Whip ..... U

- L**
- L Shaped Room ..... A4 Col.
  - La Bonne Soupe ..... C For.
  - Ladybug, Ladybug ..... A2 UA
  - Lady In A Cage ..... B Par.
  - Lassie's Great Adventure ..... A1 Fox
  - Last Man on Earth ..... A2 A-1
  - Lawrence Of Arabia ..... A2 Col.
  - Law Of The Lawless ..... A1 Par.
  - Leopard, The ..... A3 Fox
  - Life In Danger, A ..... A2 AA
  - Light Fantastic, The ..... B Emb.
  - Light Out Of Darkness ..... AA
  - Lilies Of The Field, The ..... A1 UA
  - Lilith ..... Col.
  - Little Prince And The  
Eight-Headed Dragon, The ..... Col.
  - Lively Set, The ..... U
  - Long Ships, The ..... B Col.
  - Longest Day, The ..... A1 Fox
  - Looking For Love ..... B MGM
  - Lord Jim ..... Col.
  - Lorna ..... Misc.
  - Love Cage ..... MGM
  - Love Has Many Faces ..... Col.
  - Love Makers, The ..... Emb.
  - Love On A Pillow ..... C For.
  - Love With the Proper Stranger ..... A3 Col.

- M**
- Madmen Of Mandores ..... Misc.
  - Mail Order Bride ..... A3 MGM
  - Major Dundee ..... Col.
  - Man From Galveston, The ..... A2 WB
  - Man In The Middle ..... B Fox
  - Maniac ..... A3 Col.
  - Man's Favorite Sport? ..... A3 U-1
  - Marnie ..... A3 U
  - Mary Poppins ..... B
  - Mary, Mary ..... A2 WB
  - Masque Of The Red Death ..... A1
  - Master Spy ..... A1 AA
  - McHale's Navy ..... A1 U
  - MGM's 81st Parade Of Comedy ..... A1 MGM
  - McLintock ..... A1 UA
  - Mickey One ..... Col.
  - Misadventures of Merlin Jones ..... A1 BV
  - Mister Moses ..... UA
  - Mistress For The Summer, A ..... C For.
  - Moon-Spinners, The ..... BV
  - Move Over, Darling ..... A3 Fox
  - Murder Ahoy ..... MGM
  - Murder At The Gallop ..... A1 MGM
  - Murder Most Foul ..... MGM
  - Muscle Beach Party ..... A2 A-1
  - Mutiny On The Bounty ..... A2 MGM
  - My Fair Lady ..... WB
  - My Son, The Hero ..... A1 UA

- N**
- Nakad Kiss, The ..... A3 AA
  - Never Put It In Writing ..... A1 AA
  - New Interns, The ..... B Col.
  - New Kind Of Love, A ..... B Par.
  - Night Must Fall ..... B MGM
  - Night Of The Iguana ..... A4 MGM
  - Night Prowlers ..... AA
  - Night Walker, The ..... U
  - Night Watch, The ..... For.
  - Nightmare ..... A2 U
  - No, My Darling Daughter ..... A2 For.
  - None But The Brave ..... WB

- O**
- Of Human Bondage ..... B MGM
  - Of Love And Desire ..... B Fox
  - Of Wayward Love ..... C For.
  - Of Woman and Pleasures ..... For.
  - Old Dark House, The ..... A2 Col.
  - One Man's Way ..... A1 UA
  - One Way Pendulum ..... UA
  - Only One New York ..... Emb.
  - Operation War Head ..... A-1
  - Organizer, The ..... A4 For.
  - Orgy At Lil's Place, The ..... Misc.
  - Out-Of-Towners, The ..... A3 WB
  - Outrage, The ..... MGM

**PARAMOUNT**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- 6307 ALL THE WAY HOME—D-103m.—Jeen Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
- 6319 BECKET—D-148m.—(PV; TC)—Richard Burton, Peter O'Toole, Martita Hunt—5146 (3-18-64)—High rating dramatic entertainment
- 6315 CARPETBAGGERS, THE—D-150m.—(PV; TC)—George Peppard, Carroll Baker, Alan Ladd, Martha Hyer—5154 (4-15-64)—Highly commercial explosive entry
- R6301 DON'T GIVE UP THE SHIP—C-89m.—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
- 6400 FALL OF THE ROMAN EMPIRE, THE—D-180m.—(Ultra-PV; TC)—Sophia Loren, Stephan Boyd, Alec Guinness—5150 (4-1-64)—Overwhelming entry rates high among epics—Filmed in Spain
- 6305 FUN IN ACAPULCO—MU-100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
- 6311 LADY IN A CAGE—D-93m.—Olivia de Havilland, Jeff Corey, Ann Sothorn—5170 (5-27-64)—Well made horror-laden drama is rough on audiences; but gripping
- 6316 LAW OF THE LAWLESS—W-87m.—(TS-TC)—Dale Robertson, Yvonne DeCarlo, William Bendix—5146 (3-18-64)—Suspenseful western with big names
- 6312 LOVE WITH THE PROPER STRANGER—D-100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
- 6304 NEW KIND OF LOVE, A—C-110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
- 6318 PARIS PICK-UP—D-90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
- 6314 PARIS WHEN IT SIZZLES—C-110m.—(TC)—William Holden, Audrey Hepburn—5146 (3-18-64)—Fair comedy will depend on name power—French-made
- 6320 RING OF TREASON—MD-89m.—Bernard Lee, Margaret Tyzack—5174 (6-10-64)—Well-made spy thriller—English-made
- 6323 ROBINSON CRUSOE ON MARS—SFD-110m.—(TS; TC)—Paul Mantey, Adam West—5174 (6-10-64)—Good science fiction entry
- R6302 ROCK-A-BYE BABY—C-116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
- 6313 SEVEN DAYS IN MAY—D-120m.—Burt Lancaster, Kirk Douglas, Ava Gardner—5129 (2-5-64)—Engrossing drama with name-filled cast
- 6317 SON OF CAPTAIN BLOOD—MD-88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
- 6324 STAGE TO THUNDER ROCK—W-82m.—(TS; TC)—Barry Sullivan, Marilyn Maxwell—5174 (6-10-64)—Fair western
- R6308 TO CATCH A THIEF—MYC-106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
- R6309 VERTIGO—MD-127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
- WALK A TIGHTROPE—MD-69m.—Lan Duryea, Patricia Owens—5170 (5-27-64)—Okay brief program meller—English-made
- 6310 WHO'S BEEN SLEEPING IN MY BED?—C-103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
- 6306 WHO'S MINDING THE STORE?—C-90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
- 6303 WIVES AND LOVERS—C-103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

**COMING**

CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth  
 CRACK IN THE WORLD—(TC)—Dana Andrews, Janette Scott  
 DISORDERLY, ORDERLY, THE—(C)—Jerry Lewis  
 IN HARM'S WAY—(PV; TC)—John Wayne, Patricia Neal, Kirk Douglas  
 PATSY, THE—(TC)—Jerry Lewis, Ina Balin  
 ROUSTABOUT—(T; TC)—Elvis Presley, Barbara Stanwyck  
 WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis  
 YOUNG FURY—(TS; TC)—Rory Calhoun, Virginia Mayo, Richard Arlen

**20TH CENTURY-FOX**

**DISTRIBUTED DURING THE PAST 12 MONTHS**

- CLEOPATRA—D-192m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
- 312 CONDEMNED OF ALTONA, THE—D-114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
- CURSE OF THE LIVING CORPSE, THE—MD-83m.—Helan Waren, Roy R. Sheider—5154 (4-15-64)—Lower half, exploitable horror entry
- 320 EYES OF ANNIE JONES, THE—MD-73m.—Richard Conte, Francesca Annis—5146 (3-18-64)—Okay dualler—English-made
- FAREWELL TO ARMS, A—D-123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
- 317 HARBOR LIGHTS—MD-68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
- HORROR OF PARTY BEACH, THE—MD-78m.—John Scott, Alice Lyon, Tha Del-Aires—5154 (4-15-64)—Mediocre, but exploitable, horror opus for teens
- LASSIE'S GREAT ADVENTURE—MD-103m.—(DC)—Lassie, Jon Provost, June Lockhart—5147 (3-18-64)—Okay for kids as part of program
- 311 LEOPARD, THE—D-161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
- 318 LONGEST DAY, THE—D-180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
- 401 MAN IN THE MIDDLE—D-94m.—(CS)—Robert Mitchum, Franca Nuyen—5121 (1-8-64)—Interesting drama—Filmed in England and India
- 324 MOVE OVER DARLING—C-103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
- 319 OF LOVE AND DESIRE—D-97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
- 316 POLICE NURSE—MD-64m.—(CS)—Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
- SHOCK TREATMENT—D-94m.—(CS)—Stuart Whitman, Carol Lynley, Roddy McDowell, Lauren Bacall—5142 (3-4-64)—Exploitable shocker
- SOUTH PACIFIC—MU-151m.—(CS; DC)—Rossano Brazzi, Mitzl Gaynor—5142 (3-4-64)—Entertaining hit—Reissue
- SURF PARTY—DMU-68m.—Bobby Vinton, Patricia Morrow—5151 (4-1-64)—Programmer has some teen appeal
- 323 TAKE HER, SHE'S MINE—C-98m.—(CS; DC)—James Stewart, Sendre Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
- THIRD SECRET, THE—D-103m.—(CS)—Stephen Boyd, Jack Hawkins, Diane Cilento—5162 (4-29-64)—Fair program entry—made in England
- 326 THUNDER ISLAND—MD-65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
- WHAT A WAY TO GO—C-111m.—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum—5151 (4-1-64)—Fun filled entry is headed for better returns
- YOUNG SWINGERS, THE—MU-71m.—Rod Loran, Molly Bee—5155 (4-15-64)—Hootenanny musical for teen-agers, program

**COMING**

AGONY AND THE ECSTASY, THE—(CS; DC)—Charlton Heston, Rex Harrison  
 AMOK—Jock Mahoney, Margia Dean  
 APACHE UPRISING—(C)—Audie Murphy  
 ERASMUS WITH FRECKLES—(CS; C)—James Stewart, Billy Mumy  
 FATE IS THE HUNTER—(CS; C)—Glenn Ford, Suzanne Pleshette  
 GOODBYE CHARLIE—(CS; C)—Tony Curtis, Debbie Reynolds, Pat Boone  
 GUNS AT BATASI—(CS; C)—Jack Hawkins, Flora Robson—English  
 HORROR OF IT ALL, THE—Pat Boone Erica Rogers  
 HUSH, HUSH SWEET CHARLOTTE—(CS)—Joan Crawford, Bette Davis, Joseph Cotten  
 JOHN GOLDFARB, PLEASE COME HOME—(CS; C)—Shirley MacLaine, Peter Ustinov  
 PLEASURE SEEKERS, THE—(CS; DC)—Carol Lynley, Ann-Margret, Tony Franciosa  
 REWARD, THE—(CS; C)—Max Von Sydow, Nina Castelvoa, Efrem Zimbalist, Jr.  
 RIO CONCHOS—(CS; C)—Stuart Whitman, Richard Boone  
 SOUND OF MUSIC, THE—(CS; C)—Julie Andrews, Christopher Plummer, Eleanor Parker  
 THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES—(TODD-AO; DC)—Stuart Whitman, Robert Morley, Fernandel  
 VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn  
 ZORBA, THE GREEK—Anthony Quinn, Simone Signoret

# UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6409 **BEST MAN, THE**—D-102m.—Henry Fonda, Cliff Robertson, Edie Adams—5151 (4-1-64)—Good drama on men and women in politics—Miller-Turman
- 6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergen, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6404 **CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
- 6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- 6408 **FLIGHT FROM ASHIYA**—MD-100m.—(PV; EC)—Yul Brynner, Richard Widmark, Shirley Knight—5147 (3-18-64)—Episodic but actionful meller has names to sell—Daiou-Hecht
- 6410 **FOR THOSE WHO THINK YOUNG**—CMU—96m.—(TS; TC)—James Darren, Pamela Tiffin, Woody Woodbury—5170 (5-27-64)—Lightweight, pleasant summer nonsense—Schenck-Koch
- 6407 **FROM RUSSIA WITH LOVE**—MD-118m.—(TC)—Sean Connery, Lotte Lenya—5142 (3-4-64)—Second in James Bond series shapes up as big winner—Eon
- 6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-167m. plus Intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
- 6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
- 6402 **KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
- 6405 **LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
- 6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
- 6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6406 **ONE MAN'S WAY**—D-105m.—Don Murray, Diana Hyland—5130 (2-5-64)—Warm, appealing life story of Dr. Norman Vincent Peale—Ross
- 6403 **PINK PANTHER, THE**—C-113m.—(TC; TE)—David Niven, Peter Sellers, Robert Wagner, Capucine—5130 (2-5-64)—Highly entertaining comedy—Mirisch
- 7TH DAWN, THE—MD-123m.—(TC)—William Holden, Susannah York, Capucine—5181 (6-24-64)—Tale of political upheaval in Far East will need selling—Holdean
- 6412 **SHOT IN THE DARK, A**—C-101m.—(PV; DC)—Peter Sellers, Elke Sommer—5182 (6-24-64)—Strictly for fun and profits—Mirisch
- 633 **SQUADRON**—MD-101m.—(PV; DC)—Cliff Robertson, George Chakiris, Marla Perschy—5175 (6-10-64)—Interesting entry of pilots in action during World War II—Mirisch
- 6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- 781 **TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
- 6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6411 **WORLD OF HENRY ORIENT, THE**—C-106m.—(PV; DC)—Peter Sellers, Paula Prentiss—5147 (3-18-64)—Cute and amusing comedy—Pan-Arts

## COMING FEATURES IN ORDER OF RELEASE

Aug. **HARD DAY'S NIGHT, A**—The Beatles—English-made

## COMING

- GIRL WITH GREEN EYES**—Peter Finch, Rita Tushingham—English-made
- GOLDFINGER**—(TC)—Sean Connery, Honor Blackman—Eon—English-made
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- HOW TO MURDER YOUR WIFE**—(EC)—Jack Lemmon, Virna Lisi, Terry-Thomas—Murder, Inc.
- I'LL TAKE SWEDEN**—Bob Hope, Tuesday Weld, Frankie Avalon
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- KISS ME, STUPID**—(PV)—Dean Martin, Kim Novak, Ray Walston—Mirisch
- MISTER MOSES**—(PV; C)—Robert Mitchum, Carroll Baker—Ross
- ONE WAY PENDULUM**—Eric Sykes, Julia Foster—English-made
- SATAN BUG, THE**—(PV; C)—George Maharis, Anne Francis, Richard Basenart—Mirisch
- SECRET INVASION, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- THOUSAND CLOWNS, A**—Jason Robards, Jr., Barbara Harris
- TOPKAPI**—Melina Mercouri, Peter Ustinov, Maximilian Schell—Filmways
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WOMAN OF STRAW**—(C)—Gina Lollobrigida, Sean Connery

# UNIVERSAL

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6417 **BEDTIME STORY**—C-99m.—(EC)—Marlon Brando, David Niven, Shirley Jones—5175 (6-10-64)—Highly amusing romantic comedy is delightful entertainment
- 6409 **BRASS BOTTLE, THE**—C-89m.—(EC)—Tony Randall, Burl Ives, Barbara Eden—5133 (2-19-64)—Lightweight, fun-filled entry
- 6407 **CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5183 (10-23-63)—Very good comedy drama
- 6413 **CHALK GARDEN, THE**—D-106m.—(TC)—Deborah Kerr, Hayley Mills, John Mills—5151 (4-1-64)—Fine drama—English-made
- 6401 **CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6320 **DARK PURPOSE**—MD-97m.—(TC)—Shirley Jones, Rossano Brazzi, George Sanders—5130 (2-5-64)—Okay mystery show
- 6404 **DREAM MAKER, THE**—MU-87m.—(C)—Tommy Steele, Angela Douglas—5131 (2-5-64)—Pleasant programmer—English-made
- 6414 **EVIL OF FRANKENSTEIN, THE**—D-86m.—(EC)—Peter Cushing, Sandor Eles, Katy Wild—5162 (4-29-64)—Effective horror drama—English-made
- 6408 **HE RIDES TALL**—W-84m.—Tony Young, Dan Duryea, Jo Morrow—5142 (3-4-64)—Formula western with unpleasant touches
- 6406 **HIDE AND SEEK**—MD-90m.—Ian Carmichael, Janet Munro, Curt Jurgens—5133 (2-19-64)—Okay programmer—English-made
- 6419 **ISLAND OF THE BLUE DOLPHINS**—D-99m.—(EC)—Celia Kaye, Larry Domasin—5165 (5-13-64)—Good item for family and youngster trade
- 6424 **KILLERS, THE**—MD-95m.—(C)—Lee Marvin, Angie Dickinson, John Cassavetes—5175 (6-10-64)—Fast-moving, interesting picturization of Hemingway story
- 6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6405 **MAN'S FAVORITE SPORT**—C-120m.—(TC)—Rock Hudson, Paula Prentiss—5126 (1-22-64)—Cute comedy
- MARNIE**—D-129m.—(TC)—Tippie Hedren, Sean Connery—5175 (6-10-64)—Effective psychological drama
- McHALE'S NAVY**—C-93m.—(C)—Ernest Borgnine, Jean Willes—5182 (6-24-64)—Feature based on tv show is moderately amusing
- 6415 **NIGHTMARE**—D-83m.—(HammerScope)—David Knight, Moira Redmond—5162 (4-29-64)—Interesting psychological mystery—English-made
- 6410 **RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
- 6402 **YOUNG AND WILLING**—D-110m.—Virginia Maskell, Paul Rogers, Ian McShane—5131 (2-5-64)—Interesting drama—English-made
- 6416 **WILD AND WONDERFUL**—C-88m.—(EC)—Tony Curtis, Christine Kaufmann—5166 (5-13-64)—Cute comedy for family trade

- Palm Springs Week-End ..... B WB
- Panic Button ..... A3 For.
- Paris Pick-Up ..... Par.
- Party, The ..... AA
- Paris When It Sizzles ..... A3 Par.
- Passionate Thief, The ..... A3 Emb.
- Patsy, The ..... Par.
- Pink Panther ..... A3 UA
- Playboy ..... Col.
- Play It Cool ..... A2 AA
- Play It Cooler ..... Col.
- Pleasure Seekers, The ..... Fox
- Postman's Knock ..... MGM
- Prize, The ..... A3 MGM
- Psyche 59 ..... B Col.
- Psychomania ..... Misc.
- Pumpkin Eater, The ..... Col.
- Pyro ..... A3 A-1

- Quick, Before It Melts ..... MGM
- Quick Gun, The ..... A2 Col.

- Racing Fever ..... AA
- Raiders, The ..... A1 U
- Raiders Of Leyte Gulf, The ..... For.
- Rampage ..... B WB
- Reach For Glory ..... Col.
- Red Lips ..... For.
- Reward, The ..... Fox
- Rhino ..... A1 MGM
- Ride The Wild Surf ..... Col.
- Ring of Treason ..... A2 Par.
- Rio Conchos ..... Fox
- Robin And The 7 Hoods ..... A2 WB
- Robinson Crusoe On Mars ..... A1 Par.
- Rock-A-Bye Baby—Re. .... A1 Par.
- Rounders, The ..... MGM
- Roustabout ..... Par.
- Running Man, The ..... A3 Col.

- Sadist, The ..... Misc.
- Samson And The Slave Queen .. A1 A-1
- Sandokan, The Great ..... MGM
- Satan Bug, The ..... UA
- Secret Door, The ..... A2 AA
- Secret Invasion, The ..... UA
- Send Me No Flowers ..... U
- Senilita ..... Col.
- Servant, The ..... A4 For.
- Seven Days In May ..... A2 Par.
- Seven Faces Of Dr. Lao, The ... A1 MGM
- Seventh Dawn, The ..... B UA
- Sex And The Single Girl ..... WB
- Shock Corridor ..... B AA
- Shock Treatment ..... A2 Fox
- Shot In The Dark, A ..... B UA
- Siege Of The Saxons ..... A1 Col.
- Signpost To Murder ..... MGM
- Sin On The Beach ..... For.
- Sing And Swing ..... U
- 633 Squadron ..... UA
- Skydivers, The ..... Misc.
- Slime People, The ..... Misc.
- Smog ..... MGM
- Soldier In The Rain ..... B AA
- Some People ..... A-1
- Son Of Captain Blood, The .... A1 Par.
- Sound Of Music, The ..... Fox
- South Pacific—RE. .... A3 Fox
- Square Of Violence ..... A2 MGM
- Stage To Thunder Rock ..... A2 Par.
- Stark Fear ..... Misc.
- Stolen Hours ..... A2 UA
- Strait-Jacket ..... A3 Col.
- Strange Bedfellows ..... U
- Strangler, The ..... B AA
- Summer Holiday ..... A1 A-1
- Summer Place—Re. .... B WB
- Sunday In New York ..... B MGM
- Surf Party ..... A2 Col.
- Swingin' Malden, The ..... A1 Col.
- Sword In The Stone ..... A2 BV

T

• Taggart ..... U  
 Take Her, She's Mine ..... A3 Fox  
 Tamahine ..... A3 MGM  
 Tarzan's Three Challenges ..... A1 MGM  
 Terror, The ..... A2 A-I  
 That Man From Rio ..... For.  
 • These Are The Damned ..... Col.  
 Thin Red Line, The ..... A3 AA  
 Three Lives Of Thomasina, The ..... A1 BV  
 • Three Penny Opera ..... Emb.  
 Three Stooges Go Around The  
 World In A Daze ..... A1 Col.  
 Third Of A Man ..... A2 UA  
 Third Secret, The ..... A3 Fox  
 • 36 Hours ..... MGM  
 • Those Crazy Callows .....  
 • Those Magnificent Men In Their  
 Flying Machines ..... Fox  
 • Thousand Clowns, A ..... UA  
 • Three Stooges Meet The  
 Gunslingers, The ..... Col.  
 Thunder Island ..... A2 Fox  
 Ticklish Affair, A ..... A1 MGM  
 Tiger Walks, A ..... A1 BV  
 • Tiko And The Shark ..... MGM  
 • Time Travelers, The ..... A-I  
 To Catch A Thief—Re. .... A2 Par.  
 Tom Jones ..... A4 UA  
 Tomorrow At Ten ..... For.  
 • Topkapi ..... UA  
 Torpedo Bay ..... A3 A1  
 Touch Of Hell, A ..... For.  
 • Train 349 From Berlin ..... A2 UA  
 • Train, The ..... UA  
 • Traveling Lady, The ..... Col.  
 Troublemaker, The ..... Misc.  
 • Truth About Spring, The ..... U  
 20,000 Leagues Under The Sea—Re. A1 BV  
 Twice Told Tales ..... A2 UA  
 Twilight Of Honor ..... A3 MGM  
 Two Are Guilty ..... A3 MGM  
 • Two On A Guillotine ..... WB

U

• Unearthly Stranger, The ..... A-I  
 • Under Age ..... A1  
 Under The Yum Yum Tree ..... A4 Col.  
 Unsinkable Molly Brown, The ..... A2 MGM

V

Vertigo—Re. .... A2 Par.  
 • Vice And Virtue ..... MGM  
 Victors, The ..... A3 Col.  
 • Village Of Daughters ..... MGM  
 • Visit, The ..... Fox  
 Viva Las Vegas ..... B MGM  
 V I P's, The ..... A3 MGM  
 • Voyage To The End Of  
 The Universe ..... A-I

W

Wacky Playboy, The ..... Misc.  
 Walk A Tightrope ..... A2 Par.  
 Wall Of Noise ..... B WB  
 War Is Hell ..... A2 AA  
 • Watch It, Sailor ..... Col.  
 Weekend ..... C For.  
 What A Way To Go! ..... B Fox  
 Wheeler Dealers, The ..... A2 MGM  
 • Where Love Has Gone ..... Par.  
 White Slaves Of Chinatown ..... Misc.  
 Who's Been Sleeping In My Bed ..... B Par.  
 Who's Minding The Store? ..... A1 Par.  
 Wild And Wonderful ..... A1 U  
 Wives And Lovers ..... B Par.  
 • Women Of Straw ..... A3 UA  
 Woman Of The World ..... C Emb.  
 • Woman Who Wouldn't Die, The ..... A3 WB  
 World Of Henry Orient, The ..... A2 UA

X

X—The Man With The X Ray Eyes ..... A2 A-I

Y

Yanco ..... For.  
 Yank In Viet-nam, A ..... A1 AA  
 • Yellow Rolls Royce, The ..... MGM  
 Yesterday, Today And Tomorrow ..... B Emb.  
 • Young Girls Of Good Family ..... Emb.  
 • Youngblood Hawke ..... A3 WB  
 Young And Willing ..... A4 U  
 • Young Fury ..... Par.  
 Young Go Wild, The ..... For.  
 • Young Lovers, The ..... MGM  
 Young Racers, The ..... A2 A-I  
 Young Swingers, The ..... A1 For.  
 • Your Cheatin' Heart ..... MGM

Z

• Zorba, The Greek ..... Fox  
 Zulu ..... A3 Emb.

COMING

ART OF LOVE, THE—(TC)—James Garner, Elke Sommer  
 BULLET FOR A BADMAN—(EC)—Audie Murphy, Darren McGavin, Ruta Lee  
 BUS RILEY'S BACK IN TOWN—(C)—Ann-Margret, Michael Parks  
 FARGO—Michael Parks, Celia Kaye  
 FATHER GOOSE—(C)—Cary Grant, Leslie Caron  
 FLUFFY—(C)—Tony Randall, Shirley Jones  
 I'D RATHER BE RICH—(C)—Sandra Dee, Robert Goulet, Andy Williams  
 LIVELY SET, THE—(C)—James Darren, Pamela Tiffin  
 KITTEN WITH A WHIP—Ann-Margret, John Forsythe  
 NIGHT WALKER, THE—Robert Taylor, Barbara Stanwyck, Rochelle Hudson  
 SEND ME NO FLOWERS—(C)—Rock Hudson, Doris Day  
 SING AND SWING—David Hemmings, Joan Newell—English-made  
 STRANGE BEDFELLOWS—(C)—Rock Hudson, Gina Lollobrigida  
 TAGGART—(C)—Tony Young, Dan Duryea  
 TRUTH ABOUT SPRING, THE—(C)—Hayley Mills, John Mills, James MacArthur

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

362 ACT ONE—CD-110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama  
 358 AMERICA AMERICA—D-174m.—Stathis Giallelia—5121—(1-8-64)—Well-made, interesting drama—Filmed abroad  
 AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue  
 352 CASTILIAN, THE—D-103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for  
 program—Made in Spain  
 357 DEAD RINGER—D-115m.—Bette Davis, Karl Malden—5131 (2-5-64)—Interesting drama  
 363 DISTANT TRUMPET, A—W-117m.—(PV; TC)—Troy Donahue, Suzanne Pleshette—5171 (5-27-64)—Cavalry vs Indians plus ro-  
 mance for ladies  
 361 DR. CRIPPEN—D-98m.—Donald Pleasance, Coral Browne, Samantha Eggar—5133 (2-19-64)—Fair Import—English-made  
 366 ENSIGN PULVER—C-104m.—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins—5143 (3-4-64)—Entertaining service comedy  
 364 FBI CODE—9B-D-104m.—Jack Kelly, Kathleen Crowley—5155 (4-15-64)—Interesting documentary-style story of FBI in action  
 356 4 FOR TEXAS—CMD-124m.—(TC)—Frank Sinatra, Dean Martin, Anita Ekberg—5122 (1-8-64)—Western has angles for boxoffice  
 action  
 359 INCREDIBLE MR. LIMPET, THE—C-99m.—(TC)—Don Knotts, Carole Cook—5131 (2-5-64)—Good fun film  
 360 MAN FROM GALVESTON, THE—W-57m.—Jeff Hunter, Joanna Moore—5126 (1-22-64)—Short feature is okay dualler  
 354 MARY, MARY—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit  
 355 PALM SPRINGS WEEKEND—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for  
 teens and others  
 353 RAMPAGE—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—507B (8-21-63)—Two men and a woman on safari  
 is interesting drama  
 SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could  
 gross big—Reissue  
 351 WALL OF NOISE—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—507B (8-21-63)—Interesting romantic drama with  
 horse race background

COMING FEATURES IN ORDER OF RELEASE

July ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby

COMING

AFFAIR AT THE VILLA FLORITA, THE—(PV; TC)—Rossano Brazzi, Maureen O'Hara  
 CHEYENNE AUTUMN—(Super-PV 70; C)—Edward G. Robinson, James Stewart, Carroll Baker  
 GREAT RACE, THE—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood  
 KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen  
 MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
 NONE BUT THE BRAVE—(PV; TC)—Frank Sinatra, Clint Walker  
 OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page  
 SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda  
 TWO ON A GUILLOTINE—(PV)—Connie Stevens, Dean Jones  
 WOMAN WHO WOULDN'T DIE, THE—Gary Merrill—English-made  
 YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

MISCELLANEOUS

BEAUTY AND THE BODY—NOV-70m.—(C)—Kip Behar, Judy Miller—5134 (2-19-64)—Okay program filler—Manson Dist. Corp.  
 BELL, BARE AND BEAUTIFUL—NOV-64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nude novelty has Bell name—Griffith  
 BLACK LIKE ME—D-107m.—James Whitmore—5171 (5-27-64)—Exploitable, topical expose—Continental  
 BLOCK, THE—MD-67m.—Lillian Relis, Norman Brooks—5155 (4-15-64)—Night Club story for duallers—Meyers-Benson  
 BLOOD FEAST—MD-73m.—(EC)—Mal Arnold, Connie Mason—5155 (4-15-64)—Gory exploitation meller—Boxoffice Spectaculars  
 BUNNY YEAGER'S NUDE LAS VEGAS—NOV-69m.—(EC)—Bunny Yeager—5134 (2-19-64)—Fair nude novelty for fast back  
 spots—Cinema Syndicate  
 CRAWLING HAND, THE—MD-89m.—Rod Lauren, Sirry Steffen—5134 (2-19-64)—Fair dualler—Hansen Ent.  
 GLASS CAGE, THE—MD-84m.—Arlene Sax, Robert Kelljan—5134 (2-19-64)—For the lower half—Futuramic  
 GONE ARE THE DAYS—CD-97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer  
 Bros.  
 INTIMATE DIARY OF ARTISTS' MODELS—NOV-69m.—(C)—Marie Perry—5155 (4-15-64)—Okay nude novelty—Ikay Beauti-  
 ful  
 LORNA—D-77m.—Lorna Maitland, Mark Bradley—517B (6-10-64)—Sexual treatise for exploitation spots only—Eve  
 MADMEN OF MANDORAS—MD-74m.—Walter Stocker, Audrey Caire—5126 (1-22-64)—Okay programmer—Crown Int.  
 ORGY AT LIL'S PLACE, THE—MD-77m.—(part color)—Carrie Knudsen, Bob Curtis, Terry Powers—5178 (6-10-64)—Has  
 possibilities for exploitation spots—Mishkin  
 PSYCHOMANIA—MD-90m.—Lee Philips, Kaye Elhardt, Sheppard Strudwick—5134 (2-19-64)—(2-19-64)—Fair exploitable mys-  
 tery effort—Victoria  
 SADIST, THE—D-90m.—Arch Hall, Jr., Helen Hovey—5163 (4-29-64)—Fascinating but unpleasant character study—Fairway Int.  
 SLIME PEOPLE, THE—MD-60m.—Robert Hutton, Judee Morton—5134 (2-19-64)—Filler for the duallers—Hansen Ent.  
 SKYDIVERS, THE—MD-75m.—Kevin Casey, Marcia Knight—5127 (1-22-64)—Strictly filler for duallers—Crown Int.  
 STARK FEAR—MD-86m.—Beverly Garland, Skip Homler—5134 (2-19-64)—Spotty effort on an ugly subject—Ellis  
 TROUBLEMAKER, THE—C-80m.—Tom Aldredge, Joan Darling—51B2 (6-24-64)—Odd-ball comedy—Janus  
 WACKY PLAYBOY, THE—C-63m.—Tommy Ratt—5135 (2-19-64)—Feeble semi-nude attempt—Futuramic  
 WHITE SLAVES OF CHINATOWN—MD-70m.—Audrey Campbell—5171 (5-27-64)—Nude with veneer of social commentary  
 —American Film Dist.

# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

- ADORABLE JULIA**—C-94m.—Lilli Palmer, Charles Boyer—5155 (4-15-64)—Cute entry for art spots—French-made; English titles—See-Art Films
- AVENGER, THE**—MD-108m.—(EC)—Steve Reeves—5178 (6-10-64)—Okay junior spectacle—Italian-made; dubbed in English—Medallion
- BANDITS OF ORGOSOLO**—D-98m.—Michele Cossu, Peppedu Cuccu—5156 (4-15-64)—Starkly interesting tale of Sardinia's mountainfolk—Italian-made; English titles—Pathe Contemporary
- BARBARIANS, THE**—MD-83m.—Pierre Cressoy, Helene Remy—5182 (6-24-64)—Large scale period piece—Italian-made; dubbed in English—Hemisphere
- BLOOD ON THE BALCONY**—DOC.-92m.—Documentary on Benito Mussolini—5182 (6-24-64)—English titles; and narration—Italian-made—Jillo
- CHALLENGE TO LIVE**—D-99m.—(Tohoscope; EC)—Tatsuya Mihaski, Yoko Tsukasa—5156 (4-15-64)—Interesting import—Japanese-made; English titles—Toho
- DISORDER**—D-105m.—Louis Jourdan, Susan Strasberg, Curt Jurgens—5178 (6-10-64)—The title fits like a glove—Italian-made; English titles—Pathe Contemporary
- DOCTOR IN DISTRESS**—CD-103m.—Dirk Bogarde, Samantha Eggar—5183 (6-24-64)—Fair Import—English-made—Governor
- DON'T TEMPT THE DEVIL**—D-106m.—(CS)—Marina Vlady, Virna Lisi, Bourvil—5166 (5-13-63)—Interesting import—French-made; English titles—UMPO
- DOULOS THE FINGER MAN**—MD-108m.—Jean-Paul Belmondo, Serge Reggiani—5156 (4-15-64)—Satisfactory expose of French underworld—French-made; English titles—Pathe Contemporary
- DUEL OF CHAMPIONS**—MD-93m.—(EC)—Alan Ladd—5178 (6-10-64)—Entertaining import for the program—Italian-made; dubbed in English—Medallion
- GIANT MONSTER, THE**—MD-87m.—Edmund Purdom, Gianna Maria Canale, John Barrymore, Jr.—5179 (6-10-64)—Okay story of Rasputin, the mad Russian Monk—English-made—Union
- GIVEN WORD, THE**—D-98m.—Leonardo Villar, Gloria Menezes—5156 (4-15-64)—Impressive import—Filmed in Brazil; English titles—Llo:ex
- GRAND OLYMPICS, THE**—DOC-120m.—(EC)—Excellent record of 1960 Summer Olympics in Italy—5156 (4-15-64)—Italian-made; English narration—Times
- HIDDEN ROOM OF 1,000 HORRORS, THE**—MD-81m.—Laurence Payne, Adrienne Corri—5179 (6-10-64)—Okay filming of Poe's "Tell Tale Heart"—English-made; Union
- LA BONNE SOUPE**—CD-97m.—(CS)—Annie Girardot, Franchot Tone, Marie Bell—5147 (3-18-64)—Amusing entry for art spots—French-made; English titles—Int. Classics
- LOVE ON A PILLOW**—D-102m.—(C; Franscope)—Brigitte Bardot, Robert Hossein—5125 (1-22-64)—Depends on star draw—Made in France; dubbed in English—Royal Films Int.
- MISTRESS FOR THE SUMMER, A**—D-80m.—(Dyaliscope; EC)—Pascale Petit, Micheline Presle—5157 (4-15-64)—Overlong love story with tragic ending—French-made; English titles—American Films
- NIGHT WATCH, THE**—D-118m.—Mark Michael, Catherine Spaak—5157 (4-15-64)—Well-made prison suspense film—French-made; English titles—Consort Orion
- NO, MY DARLING DAUGHTER**—C-85m.—Michael Redgrave, Juliet Mills, Michael Craig—5157 (4-15-64)—Mildly amusing import—English-made—Zenith Int.
- OF WAYWARD LOVE**—COMP-91m.—Enrico Salerno, Catherine Spaak, Lilli Palmer, Nino Manfredi—5157 (4-15-64)—Love in various stages for art spots—Italian-made; English titles—Pathe Contemporary
- OF WOMEN AND PLEASURES**—COMP.-116m.—(CS)—Michel Simon, Dany Savel, Fernandel—5157 (4-15-64)—Top French stars in satisfactory import—French-made; Dubbed in English—Union
- ORGANIZER, THE**—D-126m.—Marcello Mastroianni, Renato Salvatori, Annie Girardot—5166 (5-13-64)—Well made drama—Italian-made; English titles—Continental
- PANIC BUTTON**—C-90m.—(Totalscope)—Maurice Chevalier, Jaye Mansfield, Eleanor Parker—5158 (4-15-64)—Amusing comedy has angles—Made in Italy—Gorton Associates
- RAIDERS OF LEYTE GULF, THE**—MD-80m.—Liza Moreno, Efren Reyes—5183 (6-24-64)—Okay dualler for program—Made in The Philippines; spoken in English—Hemisphere
- RED LIPS**—D-90m.—Gabriele Ferzetti, Christine Kauffman—5158 (4-15-64)—Fair import—Italian-made; English titles or dubbed—Royal Films Int.
- SERVANT, THE**—D-115m.—Dirk Bogarde, Sarah Miles, James Fox—5158 (4-15-64)—Impressive art house offering is unpleasant but fascinating—Landau Company—English-made
- SIN ON THE BEACH**—D-75m.—(Dyaliscope)—Sylvia Sorrente, Michael Lemmon, Monica Just—5163 (4-29-64)—Sex-drenched romance for exploitation spots—French-made; dubbed in English—American Film Dist.
- THAT MAN FROM RIO**—C-114m.—(EC)—Jean-Paul Belmondo, Françoise Derleac—5179 (6-10-64)—Fun all the way—French-made; English titles—Lopert
- TOMORROW AT TEN**—D-80m.—John Gregson, Robert Shaw—5166 (5-13-64)—Suspenseful kidnap drama—English-made—Governor
- TOUCH OF HELL, A**—D-87m.—Anthony Quale, Sarah Churchill—5143 (3-4-64)—Fair Import—English-made—Governor Films
- WEEKEND**—D-84m.—Jens Osterholm, Birgit Bruel—5166 (5-13-64)—Exploitable art house entry—Danish-made; English titles—Cinema Video Int.
- YANCO**—D-85m.—Ricardo Ancona—5183 (6-24-64) Interesting art house entry—Mexican made; English titles—Jay K. Hoffman
- YOUNG GO WILD, THE**—MD-88m.—Christian Wolff, Heidi Bruhl—5163 (4-29-64)—Fair, exploitable juvenile delinquency meller—German-made; dubbed in English—Manson

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Philadelphia, Pa. 19107

**FEATURE FILMS**  
**PRODUCTION NUMBERS and**  
**NATIONAL RELEASE DATES**  
**1962-'63 and 1963-'64**  
**SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

**Allied Artists**

6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry Of Battle	Oct.
6308	War Is Hell	Dec.
6309	Gun Fight At Comanche Creek	Nov.
	Year Of The Tiger	Nov.
6401	Soldier In The Rain	Dec.
6402	A Yank In Viet-Nam	Feb.
	Now It Can Be Told	March
6403	The Strangler	April
6404	A Life In Danger	Feb.
6405	The Secret Door	Mar.
6407	The Naked Kiss	May

**American-International**

801	Dementia #13	June
802	The Mind Benders	April
803	Operation Bikini	March
804	The Terror	July
805	The Young Racers	May
806	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	Evil Eye	May
815	Black Sabbath	May
816	Pyro	Nov.
817	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.
818	Some People	June
819	The Comedy Of Terrors	Jan.
820	Under Age	June
822	Commando	Feb.
823	Torpedo Bay	Feb.
A01	Muscle Beach Party	March
A02	Goliath And The Vampires	April
A03	Last Man On Earth	April
A04	The Unearthly Stranger	June
A05	Masque Of The Red Death	June
A06	Bikini Beach	July
A07	The Time Travelers	Aug.
A08	Voyage To The End Of The Universe	Aug.
A09	Day The Earth Froze	April

**Buena Vista**

140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

**Columbia**

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
708	Requiem For A Heavyweight	Oct.
709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Diners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Argonauts	June
801	13 Frightened Girls	July
802	Gidget Goes To Rome	Aug.
803	Just For Fun	Oct.
805	In The French Style	Sept.
806	3 Stooges Go Around The World In A Daze	Sept.
	Siege Of The Saxons	Sept.

007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Men	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.
	Lilith	March
	Swingin' Maiden	March
	Psyche 59	April
	The Quick Gun	April
	Devil Ship Pirates	May
	The Crimson Blade	May
	Bridge On The River Kwai—Reissue	May
	The Long Ships	June
	Hey There, It's Yogi Bear	June

**Embassy**

	Face In The Rain	March
	The Bear	March
	Passionate Thief	April
	Aphrodite, Goddess Of Love	April
	The Light Fantastic	April
	Landru	May
	Young Girls Of Good Family	June
	The Three Penny Opera	Sept.
	The Conjugal Bed	Sept.
	A Ghost At Noon	Oct.
	The Empty Canvas	Nov.

**MGM**

401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	Nov.
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	Nov.
406	Hootenanny Hoot	Aug.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
5421	Any Number Can Win	Feb.
	MGM's Big Parade Of Comedy	March
	Gladiators Seven	May
412	The Prize	Dec.
	Children Of The Damned	Jan.
	A Global Affair	Jan.
	Sunday In New York	Feb.
	Mail Order Bride	Feb.
	Of Human Bondage	Feb.
	Seven Faces Of Dr. Lao	April
	Kissin' Cousin	April
	Tamahine	April
	Night Must Fall	April
	Rhino	May
	Golden Arrow	May
	Gladiator's Seven	Nov.
	Viva Las Vegas	June
	How The West Was Won	June
	The Unsinkable Molly Brown	July
	Looking For Love	July
	Honeymoon Hotel	Aug.
	Night Of The Iguana	Aug.

**Paramount**

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6311	Lady In A Cage	June
6312	Love With The Proper Stranger	Feb.
6313	Seven Days In May	March
6314	Law Of The Lawless	May
6315	The Carpetbaggers	May
6316	Paris When It Sizzles	April
6317	Son Of Captain Blood	May
6318	Paris Pick-Up	Oct.
6319	Becket	April
	The Fall Of The Roman Empire	May
6320	Ring Of Treason	June
6323	Robinson Crusoe On Mars	June
6324	Stage To Thunder Rock	June
	Walk A Tightrope	June

**20th-Fox**

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Sept.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	Dec.
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.

401	Man In The Middle	Jan.
	Surf Party	Jan.
	Shock Treatment	Feb.
	Eyes Of Anne Jones	Feb.
	The Third Secret	March
	The Curse Of The Living Corpse	April
	Horror Of Party Beach	April

**United Artists**

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	Sept.
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	April
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6322	McClintock	Nov.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	Feb.
	Tom Jones	Feb.
6402	Kings Of The Sun	Dec.
	Ladybug, Ladybug	Jan.
6406	One Man's Way	Feb.
6403	The Pink Panther	March
	Flight From Ashiya	April
	From Russia With Love	April
	The Best Man	May
	World Of Henry Orient	June
6410	For Those Who Think Young	June
6412	633 Squadron	July
	The Seventh Dawn	July
	A Shot In The Dark	July
	A Hard Day's Night	Aug.

**Universal**

6301	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
6308	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug.
6317	The Traitors	Aug.
6318	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
6401	Charade	Jan.
6402	Young And Willing	Jan.
6404	Dream Maker, The	Feb.
6405	Man's Favorite Sport?	Feb.
	The Gunhand	Feb.
6406	Hide And Seek	Mar.
6407	Captain Newman, M.D.	April
6408	He Rides Tall	April
6409	The Brass Bottle	May
6410	The Raiders	May
6413	The Chalk Garden	June
6414	Evil Of Frankenstein	June
6415	Nightmare	June
6417	Bedtime Story	June
6424	The Killers	June

**Warners**

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Glant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castilian	Sept.
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
358	America, America	Feb.
359	The Incredible Mr. Limpet	March
357	Dead Ringer	Feb.
360	Man From Galveston, The	Jan.
361	Dr. Crippen	Feb.
362	Act One	April
363	Distant Trumpet	May
364	FBI Code-98	June
366	Ensign Pulver	July
	Robin And The 7 Hoods	July

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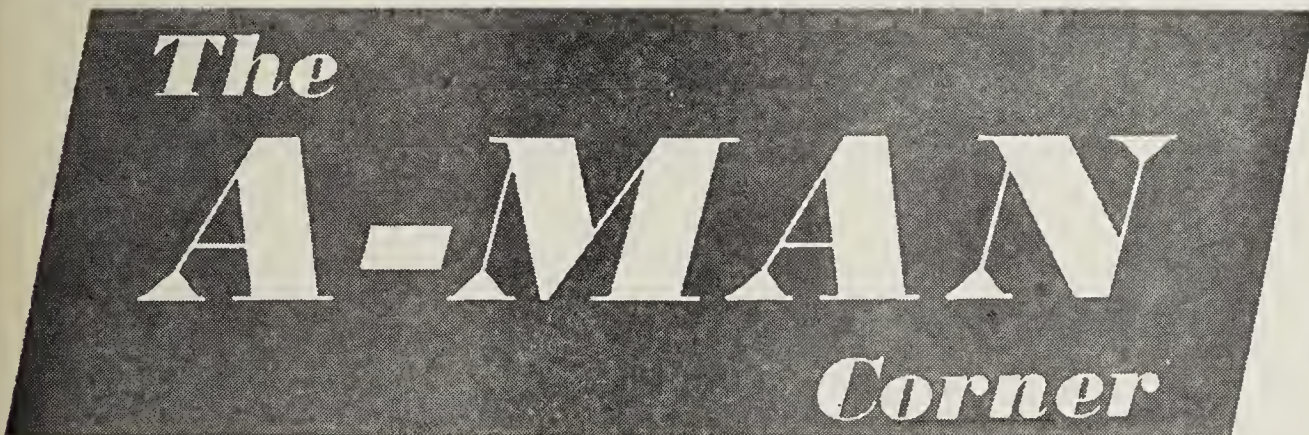
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MOTION PICTURE

# EXHIBITOR

JULY 8, 1964

Volume 71

Number 26

IN THREE SECTIONS • THIS IS SECTION ONE



## Variety Sunshine Projects Boom

(See Page 5)

## Censor Battles In New York, Mass.

(See Page 6)

Leonard Goldenson, AB-PT president, top, and Benjamin Kolmenson, Warner Brothers executive vice-president, joined in announcing that WB will film the Broadway hit, "Hamlet," starring Richard Burton, in a new process for showing in 1,000 theatres. Story on page 4.

**SEARCH FOR A MESSIAH** . . . see editorial—page 3



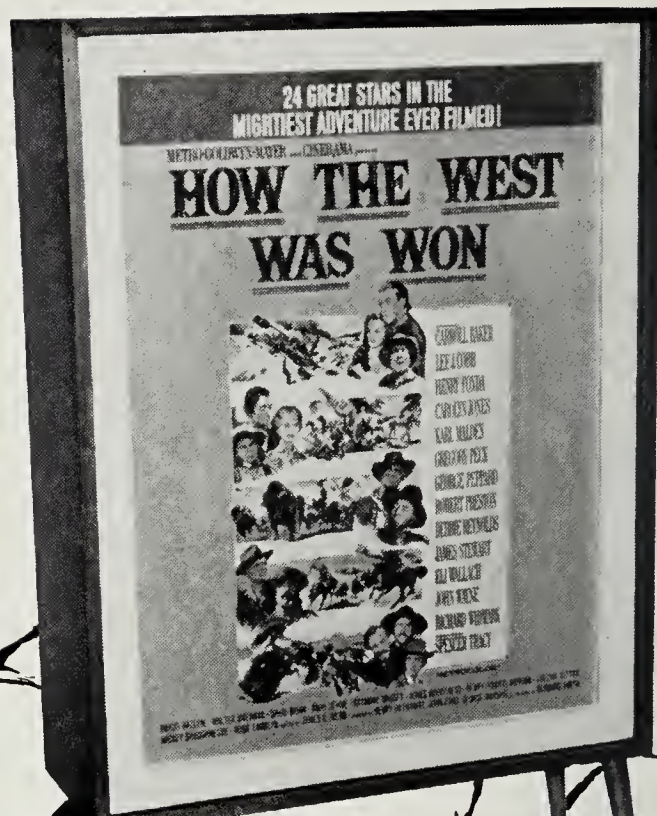
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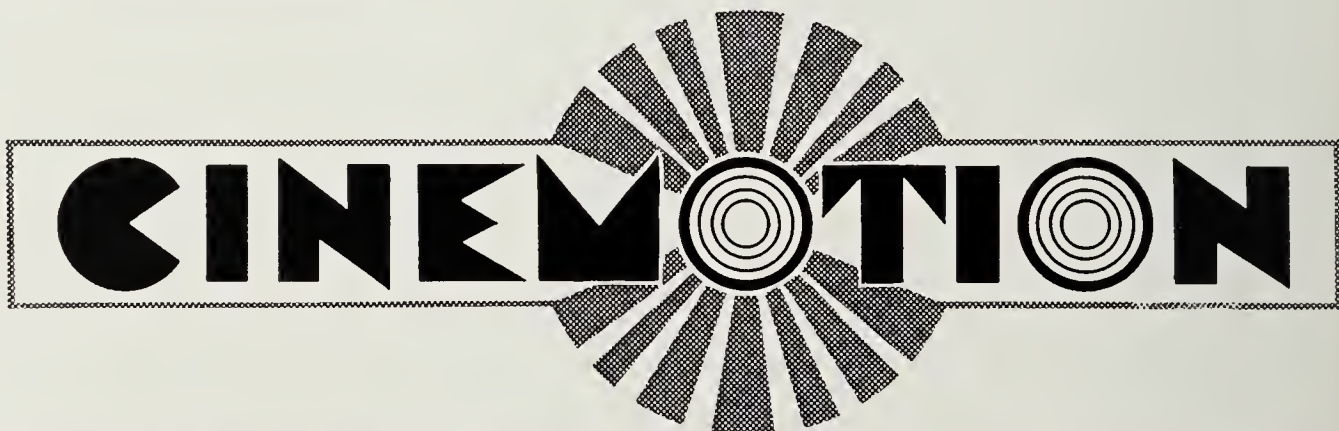
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Volume 71 • No. 26

JULY 8, 1964

### SEARCH FOR A MESSIAH

WE GET A LOT of mail on many different subjects from subscribers, but it is still quite unusual for us to receive three letters on the same subject on the same day. The problem on the minds of these gentlemen is "Bidding," which has disturbed the tranquility of the motion picture industry for almost three years. The gist of their correspondence is that bidding is engendering fear and fear is engendering panic. As a result, more and more theatres are being pushed to the economic point of no return.

One theatreman refers to bidding as the "dirtiest cesspool of the industry." Another writes, "If only exhibitors could obtain the services of a Louis Nizer as their champion-blind bidding and such shenanigans would be eliminated."

The third exhibitor, who is also a former distributor, puts it this way, "Don't use my name, but if a trade suit is started on this subject, pick up the phone and call me."

The concensus seems to be that too many exhibitors are being blackjacked into signing ridiculous contracts. Of course, this can not be a blanket indictment. There are exceptions to the bidding mania, notably Universal Pictures. The problem is widespread enough, however, to cause understandable fear and concern over the future.

It is shocking to see the bald and brash manner in which information is traded at the highest and the lowest levels in the sale of motion pictures. The Justice Department has the facts and knows very well what the abuses are, and yet its officials say and do nothing. From all indications, ideals of truth and fairness have little meaning in the buying and selling of motion pictures.

Scathing denunciations are being made by men who have given their all to this wonderful industry. Fear is a poison, and exhibitors who feel themselves trapped between the hammer and the anvil are in a terrifying position.

There are no easy solutions to complex problems. Reasonable men can find many avenues to follow if they truly seek a just solution. IDEAS can often be abandoned if they prove to be impractical or unworkable—but never FAIRNESS. Exhibitors, large and small, have become puppets without reason and courage. It should be plain that REGIMENTATION and ANNIHILATION will follow.

The single most mystifying factor in the entire controversy is a veritable unanimity of opinion, on the part of distributors as well as exhibitors, that bidding for motion pictures, blind or otherwise, is not being conducted in a fair or reasonable manner. The typical distributor, questioned on the subject, will say he does not favor it. Exhibitors demand it, he says, under the threat of court action, and he has no other choice. Understandably, he takes the easiest way out of a messy situation.

It should be evident that enough exhibitors are being hurt, and the harmful effect must eventually be felt by distribution, production, and the public. Rather than looking for scapegoats and blaming the other fellow for the problems that beset all in the industry, reason and courage must come to the fore. Every man with common sense would do well to act in the light of a rule that has stood the test of centuries of practice, "Do unto others as you would have them do unto you." It's worth remembering.

### BROADWAY COMES TO MAIN ST.

THE RECENT ANNOUNCEMENT that Warner Brothers will utilize a new process to film the very successful Broadway stage production of "Hamlet," starring Richard Burton, as it takes place in the legit house and release the film to 1,000 key theatres in the United States and Canada should be heartwarming news to theatremen everywhere.

Participating in the Theatrofilm presentation, in addition to Warners and Electronovision Productions, Inc., is American Broadcasting-Paramount Theatres. The enthusiasm displayed by Benjamin Kalmenson, WB executive vice-president, and Leonard Goldenson, AB-PT president, as they announced the deal should spread throughout the motion picture industry.

Burton is a boxoffice powerhouse. This was indicated by the clamor for tickets as "Hamlet" made its way to Broadway via Canada and Boston. This augers well for the commercial possibilities of the unique production venture, but the acquisition has other important implications as well.

Besides showing a commendable alertness and a willingness to pursue new ideas, the Warner Brothers capture of this hot

property for motion picture theatres obviates the possibility of its acquisition by the forces of pay-television. Warners and AB-PT are facing up to the competition with action instead of with words.

Jack Warner, Kalmenson, Goldenson, Burton, and legit producer Alexander Cohen are to be congratulated, along with all the others who made the process by which a stage attraction can be brought to theatre screens a reality.

Unless we miss our guess completely, this is the forerunner of an exciting new chapter in the presentation of entertainment. "Hamlet," Shakespeare's glorious classic, is pioneering on a new amusement frontier.

Warners and their associates are bringing Broadway to Main Street. In doing so, they are also bringing new life to theatres everywhere.

They are providing potent ammunition for theatres in the battle to keep motion pictures at the top of all other entertainment media. The effort deserves the support of exhibitors everywhere.

# WB Brings Broadway To Main St.

Burton's "Hamlet" Headed For 1,000 Movie Screens As WB, AB-PT Join Forces To Present New Process

By MEL KONECOFF  
New York Editor

NEW YORK—This fall will see more than one thousand theatres in the U. S. and Canada bringing Broadway to Main Street when they show the John Gielgud production of Shakespeare's "Hamlet" to their patrons on two successive days at two matinee and two evening performances only. This may be an answer to pay television.

This news was unveiled last week at a mass press conference at the Regency Hotel attended by Richard Burton, star of the play; Alexander H. Cohen, executive producer of the stage presentation; Alfred W. Crown, executive vice-president of Electronovision Productions, Inc.; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.; Morey "Razz" Goldstein, vice-president and general sales manager of Warner Bros. Pictures; Ben Kalmenson, executive vice-president of Warner Bros. Pictures; William Sargent, president of Electronovision; Richard Lederer, vice-president and director of advertising and public relations of Warners; and James C. Hagerty, vice-president of AB-PT.

All participating theatres will show the production at the same times, and accordingly, a national advertising and promotion campaign will have a common target date. It was thought that the showings will be held mid-week and when schools and colleges are back in session so that they can be tied in with ticket sales.

Kalmenson stated that the minimum goal of the effort will be five million seats, and he hoped that the minimum admission charge will be two dollars per ticket. Thus, he expects a \$10 million gross in the event of a sell-out. The cost of the entire project should be under \$350,000, it was estimated, or 10 per cent of what it would cost were a regular motion picture made of the subject with the same cast, etc.

Goldenson, whose company is financing the project, stated, "The concept of bringing 'Hamlet' with Richard Burton and his distinguished company into the communities of the nation and Canada is an exciting and pioneering idea. With two matinees and two evening performance scheduled for two days in late September, this project, in effect, will bring Broadway to Main Street by linking the legitimate theatre with more than 1,000 motion picture theatres across the country and Canada.

"Personally, I am convinced that 'Hamlet' will turn out to be the first in a series of such programs which will present the American and Canadian people with an opportunity to see the best of theatrical productions in their home towns.

"This new entertainment form could well be one answer to pay tv. And in addition, it will certainly further stimulate the interest of the public in attending motion picture theatres.

"On behalf of American Broadcasting-Paramount Theatres, I am proud to be as-



Richard Burton, star of "Hamlet," joins Benjamin Kalmenson, right, executive vice-president, Warner Brothers, and Morey (Razz) Goldstein, Warner Brothers vice-president and general sales manager, at a press conference announcing unprecedented 1,000-theatre Theatrofilm presentation.

## "Jones" Marks London Birthday

LONDON—Tony Richardson's "Tom Jones" celebrated its first anniversary at London's Pavilion, grossing \$613,273 in the continuous run during the past 52 weeks. The Woodfall Film not only is the longest running non-roadshow production released by United Artists in London, but it also is the biggest money-maker in the history of the British film industry.

Making the "Tom Jones" achievement all the more remarkable is the fact that the Pavilion run and gross were achieved while the motion picture played the entire Rank Circuit and also went into an additional general release throughout the Greater London Area following the Academy Awards.

"Tom Jones" had been set to continue indefinitely at the Pavilion, but had to make way for another show business phenomenon, the Beatles, on July 6, when their first full length feature, "A Hard Day's Night," will have a Royal Premiere at the Pavilion.

sociated with Mr. Burton, Jack L. Warner of Warner Bros. Pictures, and William Sargent and Alfred Crown of Electronovision Productions in this original and imaginative endeavor."

According to producer Cohen and Sargent, the play will be filmed during three different performances, using five RCA television-type cameras operating from 15 different positions. They use existing light, and the final film will have the play exactly as it was seen on stage. If errors occur on stage, these will be a part of the presentation. No cuts will be made nor will it be edited, but rather the best footage, technically speaking, from each of the sessions will be incorporated in the final result. Each theatre will, incidentally, receive its own black and white print to be shown in 1.85 to 1 ratio.

Goldstein termed the project "industry history," believing that the majority of participating theatres will be sold out for the four showings. It will not be distributed in the manner of other films after the four showings, and it may never be shown again, according to Burton and Cohen, who evident-

(Continued on Page 11)

## Clear Decision Sought On Prior Censorship

NEW YORK—Before recessing for the summer, the United States Supreme Court has agreed to hear arguments in the fall on the question of whether an admittedly acceptable film could be shown without prior submission to censorship, as exercised by Ronald L. Freedman, managing director, Rex, Baltimore, Md.

"It's always been my dream and desire to be in the forefront for liberating motion picture screens and all other entertainment and educational media from any prior censorship," declared Jean Goldwurm, president, Times Film, distributors of "Revenge at Daybreak," the film which brought about the present litigation.

"My record in his respect," continued Goldwurm, "proves that I grasped every opportunity to work in this direction, disregarding efforts of all kinds necessary for such genuinely sincere activity. I know that no material advantages can come to me from this activity, but as I was not, and am not looking for monetary advantages, I always had in mind the desire to achieve something durable and salutary for the entire film industry. The whole industry must realize that if our fight will be successful, it would mean the annual savings of countless hundreds of thousands of dollars in unwarranted license fees for each of the major distributors and proportionate savings for the smaller distributors.

"I realize that we are not yet over the hurdle, but with God's help the time will surely come soon, because this problem is now ripe for a definite and clear favorable decision by the United States Supreme Court."

Felix J. Bilgrey, attorney, will present the oral argument before the U. S. Supreme Court when it convenes in the fall.

## SW Execs Review Policies

NEW YORK — Every aspect of Stanley Warner theatre policy and operation was reviewed and general plans outlined for the coming season in a series of meetings with the zone managers in the home office.

Each zone was discussed separately with a panel of home office executives consisting of S. H. Fabian, president; Samuel Rosen, executive vice-president; Nat Lapkin, first vice-president; Harry M. Kalmine, vice-president and general manager of the theatres; W. Stewart McDonald, vice-president and treasurer; Nat D. Fellman, assistant to general manager; Bernard H. Rosenzweig, head of real estate; Harry Goldberg, director of advertising and publicity; Philip Harling, assistant to the president; Jack Yellin, head of concessions; and Arthur Rosen, home office executive.

The zone managers participating were Herb Copelan, west coast; Henry Burger, midwest; Frank J. Damis, Philadelphia and Washington; Harry Feinstein, Pittsburgh and Ohio; Charles Smakwitz, Newark; and James M. Totman, New England.

## Exhibs Don't Keep Films, Atlanta Mayor Learns

ATLANTA—The president of Academy Theatres, Inc., parent company of Atlanta's Kirkwood Theatre, was here to answer Mayor Ivan Allen's request that the Kirkwood furnish the city with copies of the three films that have been termed "dirty" by the city's movie censor.

In a letter, the Mayor said he was asking for the films "in order that I might have a public showing before elected officials and other responsible leaders of this city and secure their reaction to this type of film."

The Mayor said that the particular list of films was submitted to him by Mrs. Gilliam, and he personally knew nothing about them. We learned from the Mayor that Mrs. Gilliam several times recently has offered to resign the censor post. He added that the resignation so far is "unofficial" and that Mrs. Gilliam has been asked to "wait" on making a final decision. A Fulton Grand Jury has recommended that Mrs. Gilliam's post be abolished since it no longer has power of enforcement.

The Mayor had requested that the Kirkwood submit three films, "The Fast Set," "The Balcony," and "Kipling's Women" to the city for public reviewing. Mrs. D. J. McCarthy, widow of the late Kirkwood boss and local spokesman for Academy Theatres, said that the request is "ridiculous, an unfair demand designed to make us look bad to the public."

"We can not possibly produce the pictures requested by the Mayor because we don't have them," she said. In the first place, no theatre keeps films after they show them, and a couple of these played two years ago. Also, "The Balcony" is still in the possession of DeKalb County authorities.

"The Balcony" was confiscated last winter by DeKalb authorities at the request of Mrs. Gilliam, city censor for 19 years. The case ended with 11 to 1 in favor of acquittal.

Mrs. McCarthy also said that the city's request for the films is "discriminatory because the same demands were not made to the Central Theatre, and they play exactly the same kind of films we do."

## Odeon Promotes Martin

MONTREAL — Odeon Theatres (Canada) Limited, which operates 10 French language theatres in the Province of Quebec, has announced the appointment of Jacques Martin as promotion and advertising manager for Quebec. He will be based in Montreal.

Martin joined the Odeon chain as an usher at the Rex, St. Jerome, Quebec, in 1948. He showed such an extraordinary flair for the motion picture business that he was promoted to assistant manager of the theatre in less than a year. At the age of 20, he was made manager, Odeon Mercier, Montreal, a position he has held for the last 12 years.

## Miller's "Fall" To MGM

NEW YORK—Arthur Miller's "After the Fall" has been acquired by Metro-Goldwyn-Mayer, it was announced by Robert H. O'Brien, MGM president. The play, acclaimed as the first presentation of the Repertory Theatre of Lincoln Center for the Performing Arts, will be brought to the screen by MGM, in association with Carlo Ponti.

Heading the cast will be Sophia Loren and Paul Newman. Miller will adapt his original work for the screen.

# Variety's Sunshine Projects Boom; Carreras Elected New Chief Barker

BUFFALO—The 37th annual Variety Clubs International convention opened officially at the Statler-Hilton, here.

With the business sessions presided over by Rotus Harvey, international chief barker, the delegates were welcomed by Buffalo's Mayor, Chester Kowal, who presented Harvey a key to the city.

Edward Emanuel, chairman of the nominating committee, announced the nominations for Variety's 1964-65 international officers.

These are James Carreras, London, England, international chief barker; Ralph W. Pries, Philadelphia, first assistant; Jack Fitzgibbons, Jr., Toronto, Canada, second assistant; Joseph Podoloff, Minneapolis, dough guy; and Nat Nathanson, New York, and Michael Ellis, Jr., Buffalo, property master.

Much of the business sessions were devoted to a discussion of the Variety Sunshine Coach project, which is catching on all over the world.

Leslie Macdonnell, Variety Club of Great Britain, reported that 20 are now operating in England, six more are on order, and two more will be presented at a July luncheon at the Savoy to be attended by Variety lifetime honorary member Prince Philip.

Macdonnell complimented the design of the first U.S.-built Variety Sunshine Coach, now on display at the convention, and predicted a successful future for the Coach program in U. S. as it has been in England.

"These coaches not only help handicapped children, but also do Variety good by being seen," he said.

"There is no question that Variety Sunshine Coach is the most exciting project to hit Variety in years," said Carreras. More important are the type of men who have donated them, like Jack Warner, Sam Spiegel, Abe Schneider, Jules Stein, the Teamsters Union, and the Hoblitzell Fund.

Rex North, also of the Variety Club of Great Britain, spoke about the Variety Sunshine Pool, a special pool for spastic children, on display for the first time anywhere for the convention. Twenty, he said, have

already been donated, the first six by the recently Knighted Sir Billy Butlin, who is also attending the convention.

Also announced was that at the convention so far, three additional pools have been purchased by Mrs. James Carreras, Billy Manning, and Monty Berman, who made the specific provision that the pool, given in honor of his wife's birthday, be donated to Tent 35 in New York. Jack Levin, chief barker accepted.

It was also announced that the Variety Sunshine Pool in Buffalo will be donated by the Variety Club of Great Britain to Tent 7, Buffalo.

At the first convention luncheon, attended by 500 people, N. Y. State Senator Earl Brydges, Niagara Falls, assured Variety Club members that the need for their charitable work with handicapped children continues in full force.

## Record Amount Raised For Variety Charities

The delegates to the convention were electrified by the news that Variety raised a net amount of \$6,723,741.17 during 1963.

"This increase over previous years is spectacular," said Pries, chairman of Variety's international charities committee. "Particularly when you consider that in all the years from 1949 to 1962, the largest amount ever raised during one year was \$3.4 million."

Pries attributed the large increase this year over last year's \$3,337,208 to the tremendous effort put forth by Variety Tents all over the world. On the part of several Tents, these increases were directly attributable to grants, which swelled the total, he said.

Outstanding among the Tents were Tent 12, Minneapolis, which raised \$2,992,311; Tent 36, London, \$1,000,000; Tent 33, Miami, \$1,009,473; and Tent 23, Boston, \$582,085.

"The other Tents would do well," Pries pointed out, "to follow the lead of these Tents and seek out opportunities to expose their activities to the many governmental

(Continued on Page 10)



Ned E. Depinet, president, Will Rogers Hospital and the O'Donnell Memorial Research Laboratories, Saranac Lake, N. Y., recently helped launch the Metropolitan New York area's participation in the 1964-65 fund-raising research drive. Seen, left to right, are Harry H. 'Hi' Martin, national chairman of the drive; Manny Frisch, co-chairman for the metropolitan area; Depinet; and George J. Schaefer, veteran industry executive who was one of the key speakers.

# Furor Grows In Braintree, Mass., Over Censorship Of "The Silence"

BOSTON—An attempt at censorship by a police chief in Braintree, Mass., against "The Silence," in a Rifkin circuit drive-in theatre, is taking on major proportions with the Boston Herald using a second editorial on the matter. The Herald blasted the "censorship" in an earlier editorial, and the police chief now claims that what he did was not "censorship."

The "censorship" occurred at the drive-in in Braintree, owned by Julian Rifkin, Rifkin Drive-In Theatres. The police chief, John V. Polio, reported that he had received letters, telephone calls, and sidewalk comment endorsing his and the board of selectmen's action. "The Silence" closed ahead of schedule after Polio's report to the selectmen. But Julian Rifkin asserted flatly that he could see nothing wrong with the picture.

The Boston Herald, which has been blasting all forms of theatrical censorship here for some time, took notice of Polio's denial of "censorship" in an editorial headed "By Any Other Name," which said:

"Braintree Police Chief John V. Polio denies our allegation that he engaged in unconstitutional censorship in successfully requesting the owner of a local drive-in to discontinue showing Ingmar Bergman's 'The Silence.'

"This is not censorship," he says. 'I am performing the duties of my office. I am the inspecting agent for the selectmen at places where licenses have been issued by the board!'

"But we do not believe the U. S. Supreme Court would support his contention. The high court has condemned activities of just this kind. In striking down the book blacklisting, practices of the Rhode Island Commission to Encourage Morality in Youth last year, the court declared in an opinion written by Justice Brennan:

"It is true, as noted by the Supreme Court of Rhode Island, that (the book seller) was 'free to ignore the commission's notices' in the sense that his refusal to cooperate would have violated no law. But . . . compliance with the commission's directives was not voluntary.

"People do not lightly disregard public officers' thinly veiled threats to institute criminal proceedings against them if they do not come around.

"It would be naive to credit the state's assertion that these blacklists are in the nature of mere legal advice, when they plainly serve as instruments of regulation, independent of the laws against obscenity.

"Chief Polio viewed 'The Silence' and found it 'indecent and corrupting to the morals of youth.' Not having seen the picture, we do not take issue with this determination. But even if it is entirely valid, Chief Polio had no authority to suppress it by means of a 'request' to the owner. Only that which is 'obscene' may be suppressed, and the proper agency of suppression is not the public, but the courts.

"It should also be remembered that by his act of suppression, Chief Polio denied not only to youths but to people of all ages the right to view 'The Silence.'

"And such a result is also condemned as unconstitutional by the high court. To pro-

## Embassy Seeks N. Y. Okay For "Contempt" Sans Cuts

NEW YORK—Embassy Pictures filed a petition with the New York State Board of Regents seeking to have the division of motion pictures of the Education Department license the motion picture, "Contempt," starring Brigitte Bardot and Jack Palance, without eliminations.

The motion picture division has directed the elimination of certain nude views of Miss Bardot in two sequences of the film.

Ephraim S. London, attorney for Embassy Pictures, charged that the division's direction that cuts be made was "arbitrary and capricious" in the light of pictures, particularly nudist films, being regularly licensed.

London commented that the questioned sequences, running about one minute together, were essential to show the attitudes and relationships of the characters, a married couple. Terming the division's action "prior censorship and unconstitutional," he declared the entire film was being judged on the basis of two, short, isolated sequences.

## "Iguana" in Gala Bow

NEW YORK—The Metro-Goldwyn-Mayer-Seven Arts production of Tennessee Williams' "The Night Of The Iguana" had its glittering world premiere before a capacity audience of 2,600 people at Philharmonic Hall in New York for the benefit of the Heart Fund. It was the first American motion picture to debut at the Lincoln Center for the Performing Arts.

hibit to adults that which might be offensive to minors, said Justice Frankfurter for the court in *Butler vs Maryland* in 1957, is 'to burn the house to roast the pig.'

Polio said, "The people that we have heard from don't want their children exposed to this type film. They feel we are doing the right thing in trying to keep such films out of Braintree. Polio said that, acting on complaints, he went to view the film and found it, in his opinion, "indecent and corrupting to the morals of youth." He said that he and detectives made a check of the cars and found that 80 per cent of the audiences was 16 to 21, and 40 per cent of them were from Braintree.

"This threshold investigation was perfectly legal," contended the police chief. Julian Rifkin, owner of the drive-in, was asked to discontinue showing the film, which he did, the chief said, although he insisted there "was nothing wrong with it."

"This is not censorship," said Polio. "I am performing the duties of my office. I am the inspecting agent for the selectmen at places where licenses have been issued by the board." He also warned that if any other such films come to Braintree, he will move to have the license of the theatre suspended and the owner taken to court. "If people were entitled to see everything," he said, "pornography would be as legal as apple pie."

## Leo Jaffe Elected Fellow Of Brandeis University

NEW YORK—Dr. Abram L. Sachar, president of Brandeis University, announced the election of Leo Jaffe as a fellow of the university. Dr. Sachar further stated that the board of fellows represents the Brandeis inner family and plays a major role in the university's planning and development program.

Jaffe, who is the executive vice-president of Columbia Pictures, joined that company in 1930. In his 35 years with Columbia, he has held a number of important executive positions relating to every aspect of his firm's activities. He is a member of the board of directors of Columbia and is first vice-president, chairman of the finance committee, and member of the board of Screen Gems, television subsidiary of Columbia.

Jaffe exemplifies the busy executive who finds time to support a host of civic and welfare projects. He has served as chairman of the amusement industry for the Federation of Jewish Philanthropies of New York and is on the executive committee of the amusement industry for the United Jewish Appeal. He serves as vice-president and is a director of the Jewish Theatrical Guild of America, works for the National Conference of Christians and Jews, and is a director of the George Gershwin Memorial Fund Foundation.

Jaffe is a member of the board of directors of the Motion Picture Association and B'nai B'rith, is on the board of trustees of the Will Rogers Hospital, and was recently named a Commendatore of the Republic of Italy by that country's president.

## AA Stresses "Station Six"

NEW YORK—A series of top level meetings at Allied Artists' home office, attended by the company's officers from both coasts, in reviewing and developing plans for future product, placed special stress on the late summer release of "Station Six-Sahara," starring Carroll Baker.

In developing the sales approach and outline for advertising and exploitation projects on the film, all campaigns will concentrate mainly on Miss Baker.

Jack Goldstein, national director of advertising, publicity and exploitation, plans several field trips into key markets to meet with top exhibitors and circuit heads regarding the development of the film's national advertising approach and area promotions.

## Bingo Promoter Arrested

COLUMBUS, O.—Harry Kaplysh, operator of a bingo game here, will appear in municipal court Aug. 4 on charges of promoting a scheme of chance resulting from a police raid on the bingo game.

Kaplysh is free on \$300 bond after pleading innocent. Three men and seven juveniles were arrested at the game. Police said the youths were hired by Kaplysh to set up tables. Police lectured them and turned the boys over to their parents.

Kaplysh, who was warned by police two months ago about operating commercial bingo games, claimed the game was for the benefit of Holy Trinity Ukrainian Eastern Orthodox Church. Police confiscated five truckloads of equipment. About 80 persons were playing bingo and were advised to go home.



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## The NEW YORK Scene

By Mel Konecoff

OVER 260 THEATRE MANAGERS, supervisors, and owners gathered for breakfast last week at the Hotel Americana to spark the metropolitan area's efforts on behalf of the Will Rogers Hospital and the O'Donnell Memorial Research Labs. Emanuel Frisch, one of the area exhibitor co-chairman, decided that instead of just interesting top circuit executives, it was more important to tell the story of the hospital and what it means to everyone in the industry and then get the widespread reaction from the people important in the industry echelon—the managers.

Ned E. Depinet, Hospital president, compared that institution's operations to the making of a quality film, which sees the best used in research, staff, operational methods, and then there's even the happy ending for most people. He also recounted the benefits derived from the hospital not only to those in the industry but to the general public via the research program.

George J. Schaefer, producer representative, who some will recall was a patient at the Hospital not too long ago, was also one of the group that voted for the industry to take over the Hospital many years ago, and he's never regretted his part in the move. One of the Will Rogers X-ray specialists found a spot on his lung that was missed by other experts, who have been giving him annual check-ups over the years. Surgery was performed, and he's well now. Kitty Flynn, Paramount booker, who was also a patient, lauded the Hospital and its works.

Henry "Hi" Martin, distributor chairman, urged cooperation between distribution and exhibition. The goal for the N. Y. area this year was set at \$350,000, and managers were urged to get twice as much as in other years. Pledges for audience collections were collected, and the campaign was outlined, with the better pictures urged for collection periods. Kits were to be sent out shortly along with the Jack Lemmon trailer, the latter being screened for attendees as was film showing the recent visit of directors and exhibitor and distributor chairmen. The IATSE has waived overtime when needed for the running of trailers.

**THERE GOES HITCHCOCK:** Who sez daytime tv has nothing to offer? The other day, the little box presented famed producer-director Alfred Hitchcock via closed circuit to press representatives gathered in Washington, Chicago, Philadelphia, and Cleveland for questioning, and to gatherings on both coasts for observance. It was all in connection with his forthcoming release of "Marnie" through Universal and also to note that he was switching networks for his tv hour in the fall.

In Washington, they wanted to know whether or not the good old 90 minute movie would ever come back. Hitch didn't think so because it takes time to develop character, and besides they all went to tv. He doesn't spend too much time editing his films because of the extra-careful preparation that goes into the script and shooting schedule beforehand. He is not in favor of violence per se, but rather that it be in the mind of the viewer. Next year, he will have completed 40 years of directing, and he referred to the silent era as the true art of motion pictures.

Chicago wanted to know what he thought of actors, and he replied that as far as he was concerned, they are all children. There are no adult, mature actors. They're like children playing house when they perform in front of the cameras.

Philadelphia found out that his next will be "Three Hostages" by the author of "39 Steps," and this deals with a plan of the government to gather in all the leaders of crime on a set date. The latter arrange for the kidnapping of three children to circumvent this. Tracing them becomes part of the suspense experience, and he expects to get underway on this either the end of this year or early next.

Cleveland was concerned over whether it was more difficult to frighten people these days, and Hitch agreed that this was so because people are more hardened and experienced these days. Therefore, the cliché has to be avoided.

**SELLING NOTE:** Samuel Goldwyn, Jr., who produced and directed "The Young Lovers," a tale about romance at the university level, stands ready to hire 25 press agents in addition to the regular staffers at MGM, which will distribute the feature. Before all the veteran press agents start lining up, we should establish that the people he has in mind will be representatives among the student bodies of at least 25 colleges in various parts of the country. These will draw attention of their fellow scholars to the film, the subject matter, its timeliness, etc., for which they will be paid.

He has arranged with MGM's Dan Terrell to set up a "Young Lovers" exploitation unit within the MGM organization, which will be staffed with three college students. These will be shooting special material to the schools. He's had quite a bit of experience with the places of higher learning, having toured the country as a lecturer at many of them at the invitation of the English or drama departments, and he hopes to put much of what he learned from the students to use in the selling. He played to packed houses and was even paid for his lectures.

Goldwyn wound up making some cuts in the film at the suggestions of his viewer-audiences, and he learned a lot about them and their tastes, both as to films and other matters. The film cost a little over \$500,000, and he wouldn't be at all surprised to find that the promotion and advertising campaign winds up costing just about the same. There will be a large-scale ad campaign in magazines, newspapers, and college organs; there will be a heavy tv campaign; there will be record albums and at least 17 single discs, radio spots, etc. The film is due for release in mid-October when the colleges will all be back in session. Doug Netter is associated with Goldwyn as his partner.

Next on the Goldwyn schedule will be an action drama entitled "April Morning," to be followed by an original. There are no commitments as to release on his future films, but it is expected that Netter may be tied in with him on these as well.

# Three Playwrights To Participate In Studio Seminars At Universal

UNIVERSAL CITY, CALIF.—Three young playwrights, including two top recipients of the 1963-64 MCA Creative Writing Fellowships, have been selected to participate in pioneering Studio Seminars this summer and fall at Universal City Studios.

They are Ralph S. Arzooanian, University of Iowa; Leonidas Capetanos, University of North Carolina; and Lee Kalcheim, Theatre '64 Playwrights Unit, New York City.

The selection was announced by William Darrid, executive head of the MCA Theatre Department. Darrid guides the MCA scholarship program in 21 North American universities and colleges.

For four weeks, the three writers will observe all phases of film making at Universal City Studios. They will watch techniques in the production of both feature and television films. MCA Inc. is the parent company of Universal City Studios.

"We will give them every opportunity to see the creative processes in action," Darrid said. "The film industry needs talent of their caliber."

The playwrights, however, are under no contractual obligation to Universal, he emphasized.

In addition, two drama instructors will participate in other seminars. They are William Hardy, University of North Carolina, and Howard Stein, University of Iowa.

Darrid said there is an upsurge of interest in films on American campuses. Drama instructors have indicated to him the need for more technical grounding in film media.

"Many teachers have said they feel films are becoming a more powerful force in society," Darrid added. "We feel it is our responsibility to improve the quality of films wherever we can. The colleges are good places to begin."

Jules C. Stein, MCA board chairman, has announced the fellowships will continue next fall at the following institutions:

Columbia University, Stanford University, the University of California at Los Angeles, Yale University, Rutgers University, University of British Columbia, Smith College, University of Pennsylvania, University of Mexico, New York University, Brandeis University, University of Michigan, University of North Carolina, Carnegie Institute of Technology, Catholic University, University of Iowa, Northwestern University, University of Texas, University of Wisconsin, Cornell University, and Sarah Lawrence College.

## Aaronoff Joins Mirisch

NEW YORK—Ed Aaronoff has been appointed eastern publicity director of the Mirisch Corporation, it was announced by Jeff Livingston, vice-president and national director of advertising, publicity, and exploitation.

He succeeds Guy Biondi, who has resigned to become vice-president of Walter Reade-Sterling.

A veteran publicity and advertising executive, Aaronoff previously served as director of advertising, promotion, and publicity for MCA, and held key publicity positions with Warner Brothers and Universal.



Seen at the recent reception held by Governor John McKeithen at the Governor's mansion at Baton Rouge, La., for producer-director Robert Aldrich and others on location for 20th-Fox's "Hush, Hush Sweet Charlotte" were T. G. Solomon, president, Gulf States Theatres, McComb, Miss.; star Bette Davis; former Louisiana Governor Jimmy Davis; and Mrs. Solomon.

## Industry Aids Handicapped Via "Scenes To Remember"

NEW YORK—"Scenes to Remember," a special 10-minute film produced by Warner Bros. Pictures, Inc., for the President's Committee on Employment of the Handicapped, will be presented by each of the five ABC television stations which have volunteered their time and facilities to bring the film's message to the American people, it was announced jointly by Theodore F. Shaker, president of the ABC Television Stations, and Bernard Goodman, vice-president of Warner Bros. Pictures Distributing Corp. and chairman of the motion picture committee of the President's Committee.

The five television stations are WABC-TV, New York; WBKB, Chicago; KGO-TV, San Francisco; KABC-TV, Hollywood; and WXYZ-TV, Detroit.

The film consists of highlight scenes from outstanding Hollywood motion pictures, dramatically and graphically illustrating the ability of the handicapped to adjust to every phase of life.

The "Scenes to Remember" include Ralph Bellamy in his memorable portrait of Franklin Delano Roosevelt in "Sunrise at Campobello," James Stewart in the inspiring story of baseball star Monte Stratton, Jane Wyman in her Academy Award-winning portrayal of the mute in "Johnny Belinda," and amputee Harold Russell in the "Oscar"-winning "The Best Years of Our Lives." Russell is the national chairman of the President's Committee on Employment of the Handicapped.

"Scenes to Remember," of which Hollywood star Angie Dickinson is hostess and narrator, was made possible through the "splendid cooperation of the motion picture industry, labor organizations, stars and performers in the films shown, and the television industry, which will bring this worthy film to the attention of people everywhere," Goodman said.

## Grand Prairie Churches Protest Drive-In Policies

GRAND PRAIRIE, TEX.—Local church groups have presented eight petitions containing 292 signatures to city hall objecting to lewd, obscene, and offensive motion pictures being shown at two of the city's drive-in theatres.

The Twin and Chisholm have been the target of many of the town's citizens in recent years about the "girlie" shows which are booked to play in the theatres.

Clifford Johnson, city manager, said that while the movies may be objectionable to many, as far as we know they (the theatre operators) are keeping within existing state laws.

The state statute, according to Johnson, which applies to movie censorship corresponds with current Interstate Commerce Commission and Post Office Department policies. If a movie passes the inspection of a postal inspector or an ICC inspector, it may legally be shown in Texas.

A proposed ordinance was recently placed on the agenda of the city commission which would create a board of censors; then they postponed any discussion until additional facts can be obtained.

The petitions will be made a matter of record, according to Mayor C. P. Waggoner.

## Variety Convention

(Continued from Page 5)

agencies, private foundations, and trusts that are looking for projects for organizations like Variety to sponsor."

In making his report, Pries cited several outstanding jobs done by Tents. Tent 7, Buffalo, raised less than \$9,000 in 1962, but this year raised over \$100,000. Tent 29, Mexico City, raised in 1963 more money than in all its previous years put together.

He also mentioned Tent 12, Minneapolis, with its outstanding heart project which just embarked on an expansion program for its Variety Heart Hospital involving several million dollars, for which it was awarded several grants.

Also mentioned was Tent 18, Dayton, which in 1951 was given the Heart Award for its pioneer project for emotionally disturbed children. So successful was this project that the state of Ohio took it over and built for it a multi-million dollar facility. Left without a project, the Tent languished until 1963 when Dayton established the area's first camp for handicapped children. "Plans for 1964 involve increasing its capacity," he said.

Held Wednesday morning were four Forums for delegates. These were fund raising and club operations, Joseph Podoloff, chairman, Phil Stone, assistant chairman; selection and operation of charities, Harry Kodinsky, chairman, Tracy Hare, assistant chairman; club operations, social events, and public relations, J. J. Fitzgibbons, chairman, George C. Hoover and Rex North, assistant chairmen; and catechism of Variety, D. J. Goodlatte, chairman, W. M. Brizendine, assistant chairman.

On Thursday, Variety Clubs International elected officers for the forthcoming year, and Awards were given for membership and Variety Week publicity. That evening, the traditional Heart Award was announced at a formal dinner, and Variety's Humanitarian Award was presented to Dr. Sidney Farber.

## Biggest Music Promotion Backs Beatles' Feature

NEW YORK—The greatest music promotion in the history of show business is now underway backing up the August openings of "A Hard Day's Night," the first feature-length motion picture starring The Beatles, it was announced by Arnold M. Picker, executive vice-president of United Artists, distributor of the film.

Picker reported that over 1,000,000 copies of the original sound track album of "A Hard Day's Night," on the United Artists Records label, have already been distributed to the nation's record outlets and that new orders and re-orders are being processed hourly by the company which is finding it impossible to keep up with the exact up-to-the-minute tab.

Mike Stewart, executive vice-president of United Artists Records, added that the "A Hard Day's Night" album is now the biggest selling album ever released by UA Records and predicted that it definitely will be the largest selling original sound track album in the history of the music business and could be the top selling album of all time.

Stewart noted that 500,000 copies of the album had been ordered as of Thursday, June 25, when it first began to be played over national radio stations. By noon of Saturday, June 27, the orders had jumped to 1,000,000 and the company has now upped its initial pressing order to 2,000,000.

Fred Goldberg, vice-president of the film company, stated that the tremendous demand for the sound track album is the most powerful pre-selling force any film has ever had going for it. He noted that original sound track albums usually sell after a film is released and then boost its audience potential. But in the case of "A Hard Day's Night" the album is a hit now and is selling the movie to millions of potential customers two months in advance of the film's release. Goldberg also stated that each time a selection from the album is played on the radio it is an automatic plug for the UA film.

In referring to The Beatles as "an international phenomena," Picker announced that "A Hard Day's Night" will be released throughout the world in the August-September period of this summer. "This film will be playing in more theatres and in more countries at the same time than any previous movie," he said.

To this purpose Picker explained that United Artists has ordered, for example, 700 prints for the United States, 110 prints for Great Britain, 70 prints for Germany, and so forth, with each figure representing either a record number or an exceptionally high count.

## New SW Diversification

NEW YORK — Joseph Morningstar, chairman of the board of Morningstar-Paisley, Inc., and S. H. Fabian, president of Stanley Warner Corporation, announced that Stanley Warner Corporation will pay \$19 per share, in cash, against delivery of shares for all Morningstar-Paisley stock tendered to it, provided that it receives firm offers to sell an aggregate of at least 50 percent of the outstanding stock.

Morningstar stated that discussions with stockholders holding over 40 percent of the stock indicate that they will accept the proposal of Stanley Warner Corporation.



Nathan Milgram, head, Milgram Buying and Booking Service, recently helped the Philadelphia branch of Columbia Pictures initiate the company's 40th anniversary sales and billings drive by presenting a huge cake in honor of the occasion. Shown is Milgram congratulating Harry E. Weiner, branch manager. Also shown are members of the Columbia Philadelphia staff, from left to right, Florence Weiner, Harriet Lieberman, Patricia Donnelly, Joe Flood, Debbie Potamkin, Tony Lomonaco, Mrs. Marie Tain'or, Mrs. Maria Verdi, Mrs. Miriam Quinlivan, Esther Rudo, Ben Rosenthal, and Jerry Levy.

## USIA Grants Promote Young Film Makers

WASHINGTON—The United States Information Agency is undertaking a new program which will further the development of young filmmakers in the United States. The program will involve grants for the writing of screen treatments by 10 selected candidates from a nationwide search.

To initiate the new project, letters were sent to heads of university cinema departments, filmmakers, and others who might offer suggestions and recommend individuals for consideration. These individuals have in turn been asked to send in a resume of their background and samples of their film work for review in Washington by members of the USIA motion picture staff.

Ten candidates will be selected and each will receive a contract for research and writing of a treatment for a one-reel documentary film for use in the USIA program overseas. Each candidate who submits a treatment judged worthwhile for production by USIA will then receive a contract and financing for the production of that film.

This is the third program of this nature initiated by USIA in the last two years. The first was an intern training program, still in operation, through which a select number of university graduates are brought into the Agency as foreign service motion picture trainees and eventually assigned to film-making posts overseas.

## WB Brings Broadway To Main St.

(Continued from Page 4)

ly have the final say as to the number of times it may be exhibited. Instead, the intimation was made that if this is successful, other projects of a similar nature will follow in short order. Sargent estimated that tests have shown the end result to be better than anything ever seen on closed circuit tv, but perhaps not quite as good as a regular motion picture.

Plans for exhibition abroad were not revealed.

Immediately following, Warners started mobilizing its full sales and promotional strength to get the project rolling.

To develop full-scale distribution plans, an emergency meeting of Warner Bros.' national sales and promotional staffs, including division managers and home-office and studio advertising-publicity-exploitation heads, was held in New York under the leadership of Kalmenson.

The results of the New York meeting were to be carried to a wider conference in Chicago, when all Warner Bros. branch managers in the United States and Canada were to assemble for discussions of the precise ways and means to carry through the unprecedented distribution program.

Joining the leadership of the "Hamlet" meetings were national publicity manager Joe

Hyams, national exploitation-promotion director Ernie Grossman, studio publicity director Max Bercutt, advertising manager Max Stein, coordinator of field sales activities Larry Leshansky, U. S. division sales managers Jules Lapidus, Ralph Iannuzzi, Robert L. Conn, W. O. (Ollie) Williamson, Ed Williamson, and Al Grubstick, Canadian general manager Haskell M. Masters, and Canadian division sales manager Robert E. Myers.

The John Gielgud production of "Hamlet" is now being presented on the stage of the Lunt-Fontanne Theatre in New York by Alexander H. Cohen, who will serve as executive producer of the "Hamlet" Theatrofilm. It will be directed by William Colleran and produced by William Sargent and Alfred W. Crown.

Starring with Burton in "Hamlet" are Hume Cronyn, Alfred Drake, Eileen Herlie, William Redfield, George Rose, and George Voskovec. The production, acclaimed by critics and public alike, has been a smash hit on Broadway, as it was in its pre-Broadway engagements in Toronto and Boston. There will be no further tour of the play, with the Theatrofilm presentation bringing the production to audiences from coast to coast. The Lunt-Fontanne Theatre engagement is scheduled to end Aug. 8, 1964.

## Second Film Festival Set For Lincoln Center

NEW YORK—The New York Film Festival, now established as an annual Lincoln Center event, will open Sept. 14 and run for 12 days through Sept. 26. The Festival will again be presented by Lincoln Center for the Performing Arts, in association with the British Film Institute and with the cooperation of the Independent Film Importers and Distributors of America (IFIDA).

Announcing the details of the Second New York Film Festival was Schuyler Chapin, vice-president in charge of programming for the Center. "The Second New York Film Festival, like its international counterpart in London, may well average a higher level of quality than the competitive festivals in Cannes, Venice and Berlin," Chapin said. "Our policy is to select the best of each festival's films, thereby providing a showcase for the major new trends in film expression. The enthusiastic public response to our initial efforts last year confirms what many of us have long known but never fully appreciated, that is, that the cinema is a genuinely international art form with its own language crossing national and ideological boundaries."

Scheduled for this year's program are 25 new feature-length films, as well as the best short subjects of the year. Each film will receive a single showing with two different bills presented each evening at 6:30 and 9:15.

Chapin added: "It has been through international film festivals that the previously neglected work of Bergman, Antonioni, Kurosawa, and Ray obtained its first opportunity to gain worldwide circulation. Last year, the New York Festival introduced and popularized such efforts as Joseph Losey's 'The Servant,' Ermanno Olmi's 'The Fiances,' and Roman Polanski's 'Knife in the Water.' The Festival, by exhibiting work frequently in advance of the current vogue, helps create a cultural climate for changing taste and genuinely supplements the normal processes of commercial distribution.

"Not that the Second New York Film Festival will ignore films of commercial interest, but primary interest is focused on artistic merit. The Festival brings the immediacy of the international film scene to America—to opinion makers, to film directors, to film specialists, to those engaged in film commerce and to the community at large."

The management team responsible for the First New York Film Festival will again be in charge. Amos Vogel has this year been appointed Festival director, while Richard Roud, British Film Institute, will again serve as program director.



Is it Garbo? This Garboesque lady appeared recently at the opening of the four-week Greta Garbo Festival at Walter Reade-Sterling's Coronet, New York City.

## LONDON Observations

By Jock MacGregor

GOLDEN SQUARE is an appropriate address for the Associated British Picture Corporation HQ. Sir Philip Warter and his directors, C. J. Latta, Robert Clark, Jack Goodlatte, and Eric Fletcher, have done it again! Trading profit for the year is \$509,541 up at \$14,690,029, but the ordinary dividend is being maintained at 30 per cent. The preliminary figures make no distinction between film and tv trading. Great credit goes to these always approachable directors who are dedicated workers, unflappable and remarkably open. Rather than kid or be evasive, they will when possible always take one into their confidence. Each has spent a lifetime with show business and is a master in his field. During the year, they have stood much abuse, mainly from producers whose pictures are not of the highest standard and the politically minded, with considerable grace. The criticism was mainly unjustified. Their record for promoting young talent and offbeat pictures is impressive. Already this year they have handled Joe Losey's "The Servant," Clive Donner's "Nothing But The Best," and Ken Harper's "French Dressing."

SO PLEASED are all concerned with the overall gloss and potential of Roger Corman's "Masque of the Red Death" that American International's Jim Nicholson called a Savoy press reception to announce a co-production deal with Anglo Amalgamated's Nat Cohen and Stuart Levy, who for 10 years have been handling AI pictures here, for at least three more Edgar Allan Poes. Jim was thinking of dropping the series but realizes they have become a tradition. Already shooting location here is "The Tomb of Ligeia." "City on the Sea" will start in September, and "The Gold Bug" and "Descent into the Maelstrom" next year. All will star Vincent Price and be directed by Corman. Jim also plans to do two H. G. Wells thrillers here next year, but stresses there will be no letting up of the Hollywood program.

CHECKING MY DIARY of hardy annuals, I noted the National Film Finance Corporation report meeting was due. Ringing John Terry to see if I had been overlooked, I found he had not even completed it. Until the Board of Trade decides if it will turn the money from the sale of British Lion over for future production planning, his job is ticky, but he anticipates being ready, rain or shine, by the end of July. . . . There has been a top level reorganization in Rank Theatres. Kenneth Winckles has brought in 35-year-old Bryan Quilter from the Beecham pharmaceutical group as assistant managing director. Michael Bagstaff, 43-year-old dealer sales manager from Hoover, has been appointed theatre controller, and will have Brian Barkway-Jones, 35, who joined the company as a theatre manager in 1957, as his deputy.

WARNER BROTHERS are unfair to trade paper reporters! They brought executives and exhibitors from far and wide for a screening of "My Fair Lady" and did not invite us. Nevertheless, I served a useful purpose. I met an exhibitor in an absolute daze and brought him around with some of the hard stuff. He was rolling, nay raving, over it, and claimed it was his biggest screen thrill since "Gone With The Wind." He felt it could run for ever at his theatres. I am not naming him lest he has to be less enthusiastic when the salesman calls. Arthur Abeles, Warners chief here, has no doubts about its success, thinks it will run five years at the Warner, and will erect a permanent sign with non-changing letters. With such potential, it is a pity "Lady" was not filmed here. Then there would be no quota problems. Incidentally, such progress has been made on the \$322,000 redevelopment of this theatre for 70mm that it reopens a week earlier than planned on July 23 with "Robin and the 7 Hoods."

VISITED THE Milton Subotsky-Max J. Rosenberg unit making "Dr. Terror's House of Horrors" and was confronted with that "if only you were here yesterday you'd have seen something interesting" routine. As a tradepaperman, one knows that much that is important to the finished picture is not interesting when being shot. I like to visit studios to get the feel of a production, judge the enthusiasm of a unit for a subject, and talk with the producers so the less "interesting" occasions can be the best for personnel are more relaxed. There are few things worse than a nervous publicist, eager to please, bringing over a preoccupied producer when he is dealing with something "interesting" but complicated. Subotsky was indeed relaxed, and there was no doubt about his enthusiasm for this ambitious Techniscope thriller starring Peter Cushing and Christopher Lee. He has an unusual distribution setup. Paramount will release in America and Joe Vegoda's Regal Films here.

THE JOHN DAVIS NATKE conference speech, which some say is the blueprint for Rank film policy, has been issued as a booklet, "Films in the New Era." . . . Lest the critics frizzled it, "Paris When It Sizzles" was not press shown. . . . Rosanno Brazzi and Maureen O'Hara, filming Delmer Daves' "Affair at the Villa Fiorita," were among the judges for "Miss Cinerama" national final. Joan Lorthouse, curvy brunette with an Ava Gardner look, who has a wee part in Rank's "Beauty Jungle," won and will fly SAS for a two week Hollywood vacation. She's taking Mum. . . . It would appear that the rollicking "Tom Jones" celebrated its first birthday at the London Pavilion with nothing more showmanlike than a sober duplicated handout confirming that it is the most successful picture ever to play and that it has broken every house record. . . . Jack Le Vien has flown to Paris to confer with the Duke of Windsor on the two hour color film on his life, survey his personal photographic collection for material, and check filming facilities at his home. . . . Stanley Baker feted press friends at the Pickwick Club before flying with Juliet Prowse to Africa to star in "Dingaka," a color spectacle in which he appears as a lawyer, who through an encounter with a witch doctor becomes involved in the dangerous mysteries of a tribe's customs and taboos.

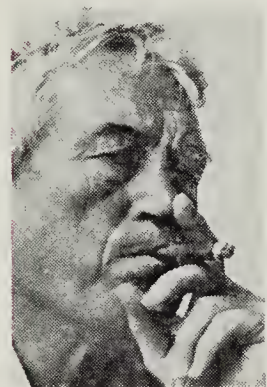
An exclusive SHOWMANALYSIS on the campaign for

# “THE NIGHT OF THE IGUANA”

## ELABORATE PLANNING GROOMS MGM—7 ARTS’ NIGHT OF THE IGUANA

**M**GM and SEVEN ARTS have tailored a sophisticated, albeit hard hitting campaign for potential Academy Award nominee, *The Night Of The Iguana*.

The boxoffice magic of Richard Burton, author Tennessee Williams and director John Huston, teamed with exciting star Ava Gardner, much honored Deborah Kerr, and the “Lolita” of screen fame, Sue Lyon, is a publicity man’s dream come true.



HUSTON

*The Night of the Iguana*, screen version of the Tennessee Williams play that won the New York Drama Critic’s Award, was produced in Mexico by Ray Stark and directed by John Huston, who also collaborated on the screen play with Anthony Veiller. Its World Premiere, June 30, at New York’s Philharmonic Hall in Lincoln Centre for the benefit of the Heart Fund was a glittering, star-studded affair with tickets selling at \$100. The attendance of Burton and Elizabeth Taylor, as well as his co-stars in the picture, film company officials, Tennessee Williams and hundreds of social,

theatrical and political luminaries provided newsmen and press photogs with a field day and enviable publicity for the film.

The fine cast headed by Burton as the defrocked minister existing as a tour guide in Mexico, Ava Gardner as the owner of an off-the-beaten-track hotel, Sue Lyon, the 18-year-old schoolgirl chaperoned by a school teacher leading the tourist group, and Deborah Kerr, the American expatriate artist traveling with her aged grandfather, blend their talents in a drama of deep human emotions and desires.

Prerelease publicity for *The Night of the Iguana* has built a “want-to-see” equaled by only a few films. The intense public interest in news of Burton garnered reams of publicity for him and the “Iguana” cast all during filming. The fact that Burton’s wife, Elizabeth Taylor, joined her husband during the shooting in Mexico heightened the public’s interest.

BURTON - GARDNER - KERR - LYON



Added to the fabulous newspaper breaks for "Iguana" and its stars has been an almost unprecedented coverage by national magazines including Life, Look, Time, Cosmopolitan, Show, and many others, whose readers number in the tens of millions. And magazines and news media in foreign countries have been equally attentive. Feature treatment afforded "Iguana" and its cast is indicative of the interest of a world-wide public.

How the MGM-7 Arts advertising-publicity staffers groomed the promotion campaign for *The Night of the Iguana* is a story in itself and highlights the tremendous boxoffice potential of the film.

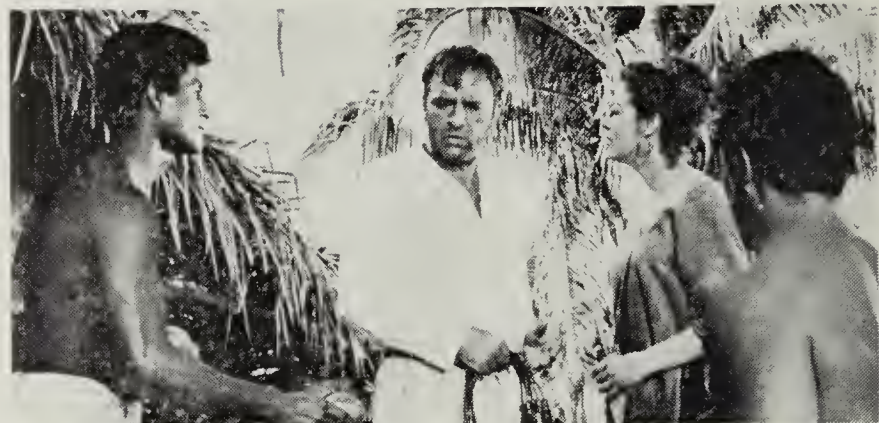
MGM Ad-Pub director Dan Terrell and Ed Feldman, his counterpart at 7-Arts, held weekly and often daily staff meetings even before production started.

Publicity men were sent to Mexico preceding and all through production, filing stories, photos and side-lights on the filming and cast that were gobbled up by a world-wide hungry press and public.

Working from candid camera shots and scene stills radioed daily from location, the home office staffers channeled the publicity efforts world-wide. The resultant publicity breaks (even front page headlines) speak for its success.

To the staff preparing the advertising campaign the task was then to sustain, extend and elaborate through print, radio and television advertising the favorable and exciting image that has been created for the film not only in the United States, but throughout the world.

It was obvious that star names of the calibre of Burton, Gardner, Kerr, Lyons, Williams and Huston was a gold mine of interest to the public. Framing this star lure in a background of scene stills that portrays the intenseness of the Tennessee Williams plot was accomplished with dramatic effectiveness in a sophisticated ad layout. The use of a most intriguing arted title logo and the simple headline: One man . . . three women . . . one night, conveys the exciting story line featured in all the ads. The dramatic



effect achieved by the advertising is well illustrated in the several reproduced here.

Coupled with "Iguana's" fabulous publicity and effective advertising, MGM has added an exploitation-merchandising promotion bound to reflect in want-to-see and ticket sales.

**SPECIAL FEATURETTE**—A 13-minute 35mm color featurette has been prepared for *The Night of the Iguana* called "On the Trail of the Iguana." This unusual short subject will be shown in theatres throughout the world in advance of the production and on television.

The color featurette is one of the key pre-sell promotions for the film. As noted by 7 Arts' Ed Feldman, too often the screen sells everything except its own product—movies. The proved successful selling theory of pre-conditioning the public by provid-



ing entertainment while getting across a sales pitch was an important factor in the decision to make the featurette which cost \$15,000.

Filmed by a special professional film services company on location in Mismaloya, Mexico, the featurette offers a unique behind-the-scenes look at the Iguana Company in action. Over 2,000 feet of film is devoted to the building of the Iguana sets and the immense preparations required before actual shooting could begin. The short subject includes director Huston's observations on the art of film making, and off the record comments by the film's stars.

PAPERBACK—As part of the wide-ranging MGM-Seven Arts pre-selling campaign, New American Library will publish the paperback edition of Tennessee Williams' "The Night of the Iguana." The first printing, in excess of 250,000 copies, is being distributed this week, and will be on bookstands throughout the country July 9th.

Metro-Goldwyn-Mayer and New American Library will cooperate in an extensive promotion campaign, including flyers, point-of-sale posters, and rack cards.

RECORD ALBUM TIE-IN—One of the most extensive and far reaching campaigns ever developed for an MGM sound track album backed the June 20 release of the score from "The Night of the Iguana."

In preparation for the past six months, the campaign includes extensive utilization of specially prepared point-of-sale display materials in addition to a coordinated campaign developed for theatres and local record distributors. The sound track score, composed and conducted by Benjamin Frankel, is expected to have broad appeal not only for the growing number of radio stations throughout the country with a specialized programming policy, but also to stations with a "popular" music format.

NATIONAL NBC-TV BREAK—The NBC-TV show "Hollywood and the Stars" devoted its entire March 2nd program, 9:30-10:00 P.M. EST, to the making of MGM's "Night of the Iguana." A special NBC-TV camera crew spent two weeks in Puerto Vallarta, Mexico, filming this unique and highly-unusual look at a motion picture location company in action. The program included interviews with director John Huston, and stars Richard Burton, Ava Gardner, Deborah Kerr and Sue Lyon.

FASHION EDITORS—A Night of the Iguana fashion presentation was held Sunday, June 28 at Delmonico's for over 200 fashion editors from across the country. The fashion show featured Iguana and reptile-skin clothing and accessories. Eleanor Lambert, Iguana fashion consultant, aided in the presentation which is bound to secure attention for "Iguana" in the editor's home town papers.

HONORS BEGINNING—Ava Gardner has been voted Best Actress of the Year at the San Sebastian Film Festival for her portrayal of "Maxine" in "The Night of the Iguana." The announcement was made by Carlos Fernandez Caenca, executive director of the Festival.

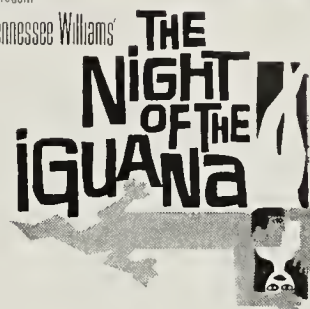
In a joint sales-advertising-publicity press conference, MGM general sales manager Morris Lefko, ad-pub director Dan Terrell, and Ed Feldman, director of advertising publicity, for Seven Arts, revealed that The Night of the Iguana will have a New York showcase release in 19 theatres August 5th and will be backed by one of the largest combined newspaper-radio and TV campaigns in MGM history.

MGM perceived early that the top-notch calibre of The Night of the Iguana was of award winning status. MGM's ad-wise and publicity-wise staff has projected this image in its total advertising approach and groomed "Iguana" for top grosses.

RICHARD BURTON · AVA GARDNER · DEBORAH KERR · SUE LYON

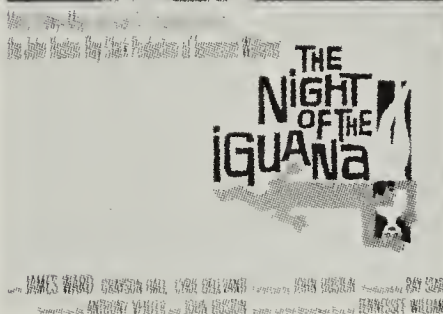


Metro-Goldwyn-Mayer and Seven Arts Productions present  
the John Huston-Ray Stark Production of Tennessee Williams



with JAMES WARD · GRAYSON HALL · CYRIL DELEVANTI Directed by JOHN HUSTON Produced by RAY STARK Screenplay by ANTHONY VEILLER and JOHN HUSTON Based on the Broadway Play by TENNESSEE WILLIAMS

RICHARD BURTON · AVA GARDNER  
DEBORAH KERR · SUE LYON

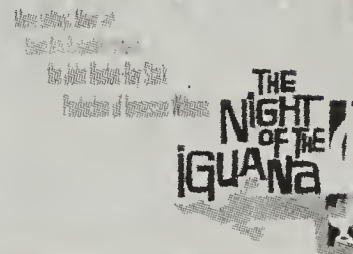


JAMES WARD · GRAYSON HALL · CYRIL DELEVANTI Directed by JOHN HUSTON Produced by RAY STARK Screenplay by ANTHONY VEILLER and JOHN HUSTON Based on the Broadway Play by TENNESSEE WILLIAMS

one man...  
three women...  
one night...



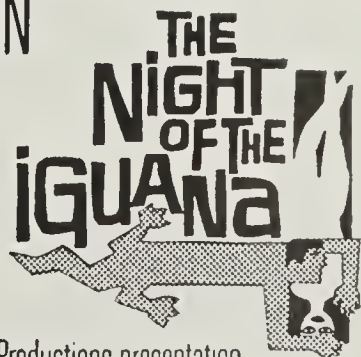
RICHARD BURTON · AVA GARDNER · DEBORAH KERR · SUE LYON



the John Huston-Ray Stark Production of Tennessee Williams

RICHARD BURTON · AVA GARDNER  
DEBORAH KERR · SUE LYON

one man...  
three women...  
one night...



a Metro-Goldwyn-Mayer and Seven Arts Productions presentation



## ALBANY

Some residents of Troy have requested City Council to impose a curfew on youths under 18. . . . Hyman Krenovitz now has his 850-car Super 87 Drive-In, Plattsburgh, open. . . . Local 324 IATSE projectionists and Stage Workers Local 14 continue their picketing of Jim Branche's new Branche, Latham, N. Y. . . . Adrian Ettelson, Fabian district manager, is serving for the second consecutive year as area exhibitor chairman for the Will Rogers Hospital collections drive. Robert Adler, Allied Artists sales representative, is producers' co-chairman. . . . Jack Merritt, manager, Fabian's Latham Shopping Center and dough guy of Albany Variety Club, resigned to affiliate with a Montreal development company. . . . Fabian's Palace was again donated for morning commencement exercises of Albany High School.

## ATLANTA

J. R. Waters, Waters Theatres, Birmingham, Ala.; Wayne Chappell, Martin Theatres; Carol Lee Clark, Georgia Theatres; and Joe Johnson were the prize winners in the recent play-date drawing held by American International Pictures. . . . Art Groom, who was connected with Loew's, Memphis, Tenn., has joined Wometco Enterprises in Miami, Fla., and will manage the Surf, where he replaced Dean Barrett, who resigned because of ill health. . . . Charles Bazzell, operator, Variety, Baton Rouge, Miss., and the Denham was reelected president, Louisiana Association of Theatre Owners at the joint meeting with the Mississippi Theatre Owners Association in the Broadwater Beach Hotel. Lloyd Royal, Jr., Meridian, Miss., was elected to succeed Stanley Taylor as president of the Mississippi group. . . . James V. Frew, southern division manager, Embassy Pictures, visited St. Louis. . . . Mrs. Amalie Gantt, Charlotte WOMPI president, and Myrtle Parker went to Washington, D. C., as guests at the installation of officers of the Washington club.

## BOSTON

George Kraska, Joseph E. Levine's man in Boston for Embassy Pictures, screened "Zulu" and "Yesterday, Today and Tomorrow" at Universal screening room for the area's film critics. "Zulu" will open at the Pilgrim and "Yesterday, Today and Tomorrow" at the Paris Cinema. With "The Carpetbaggers" at the Music Hall, Embassy has three pictures at Boston first run houses. . . . Sam Richmond Films, Boston's newest independent film distributor, working on campaigns for "Panic

Button," Gorton Associates, which he will distribute in New England with opening in downtown Boston house and day and date in hardtops and drive-ins. Arnold Van Leer is handling advertising, publicity, and promotion for "Panic Button." . . . Art Moger, former Warner Bros. and American International Pictures exploitation rep here, is working as press agent for Carousel Theatre, summer musical tent in Framingham. . . . Joe Longo, who left Sack Theatres, where he was advertising-publicity director, for Allied Artists, New York, was visiting friends on Film Row.

## BUFFALO

Jack Sturm, manager of the Buffalo 20th-Fox exchange, has issued invitations for July 9 for the presentation of "the most important product line-up ever made by this company." The presentation will be made in the Fox screening room in the exchange, and luncheon will be served at the close of the event. At the meeting, Sturm will also introduce Sam Diamond, newly appointed eastern division manager. . . . Legality of Buffalo's new ordinance licensing coin-operated vending machines will be challenged in Supreme Court. City officials at a meeting called to explain provisions of the new ordinance were informed by spokesmen for vendors that an action to have it declared invalid will be brought in Supreme Court. Henry D. Waters told officials the vendors have organized the Vending Association of Western New York, with Charles P. McCabe as counsel. Waters is president. The ordinance, with fees ranging from \$2 to \$25 a year for various types of vending machines, became effective April 16. However, application forms and license tickets have not been available until recently because of a fund shortage in License Division of the city.

When Dave Kane, Universal publicist, was in town recently, he put over a splendid tie-up with Sattler's big department store on "Wild and Wonderful," currently at the Colvin, in the form of a Wild and Wonderful Sale at both the 998 Broadway and the Mall stores of the company, which also put on a "Name-the-Dog" contest which tied in Michel, talking poodle featured in the picture. The stores used posters all over the inside of the establishments and used the title of the picture prominently in all their page and double truck ads. . . . Sidney J. Cohen, president, New York Allied, from his headquarters in the Allied office, Buffalo, predicts that the forthcoming combined New York and New Jersey convention, Aug. 3-6 at the Concord Hotel on Kiamesha Lake in the Catskills of New York, will be the most fabulous "Fun in the Sun" state convention members of Allied will ever attend. It is understood that William Infald, president of the New Jersey unit, echoes these sentiments. One of the highlights of the convention will be a thorough discussion of the production subsidy plan. There will be a proper presentation of this plan by some of the national leaders of Allied. Cohen declares, "there will be something doing every minute of the convention," and urges all exhibitors planning to attend the meeting to get their registrations in at once. . . . The 2nd annual Buffalo Variety Club golf outing will be held on Monday, July 27, at the Erie Downs Gold and Country Club across the border in Canada. There will be golf, swimming, cards, a steak dinner, and door prizes. Reservations should be sent to Tony Kolinski, manager, Warner Bros. exchange. . . . Tent 7, Variety Club of Buffalo, has agreed to sponsor the opening night of the reserved seat attraction,

"My Fair Lady," at Schine's Granada in north Buffalo on Wednesday evening, Dec. 23. Variety Club Day at the Fort Erie race track will be held in August. Anthony J. Mercurio, local Paramount branch; Marc Lippman; and Welden A. Waters are three new members of Tent 7.

## CHARLOTTE

Don Watson, who has been managing a motion picture house at Belmont, N. C., has been named manager of the Plaza, Charlotte, which is operated by Consolidated Theatres, Inc. Before going to Belmont, he was manager of a theatre in Vicksburg, Miss. . . . The U. S. Fourth Circuit Court of Appeals at Asheville, N. C., affirmed a lower court ruling involving sale of property at a drive-in in Pamlico County, N. C. It upheld findings of the U. S. District Court at Washington, N. C., that the federal government was entitled to a deficiency judgment in the sale of property at the drive-in, which had originally been obtained through a Small Business Administration loan. . . . Carl Dobbins, former manager, Winston, Winston-Salem, N. C., has joined Porter Advertising Company Inc., at Winston-Salem. He is in charge of servicing the agency's accounts and is supervising its media buying. Before going to Winston-Salem, he was for 17 years head of the advertising department of North Carolina Theatres, Inc., at Greensboro, N. C. . . . Marshall Fountain Ramsey, 58, projectionist at the Capitol, Salisbury, N. C., died of a heart attack. A former city councilman at Salisbury, he was assigned as a civilian to the Navy as an expert electronics technician after World War II. . . . An electrical storm damaged the Skyvue Drive-In, Durham, N. C., to the extent that it had to be closed for repairs

## CHICAGO

Moe Wells, retired film and theatre executive and veteran member of Variety Club (Tent 26), is convalescing at the Commonwealth Hotel after his hospital surgery check-up at Wesley Memorial Hospital. . . . Stepin Fetchit, movie comedian who underwent surgery at Cook County Hospital, has gone to Battlecreek, Mich., to convalesce. When he recovers, he plans to return to his film career. . . . S. J. Albert has organized Amusement Leasing Company to produce films. . . . Personnel who have retired from the Chicago offices of Coca Cola Company after 25 years service are Henry Strunk, Marquis Harding, Leroy Vizza, and Lucy Williams. . . . Paul Christman has been named to managerial staff of Mt. Prospect Theatre, Mt. Prospect, Ill. The house is under General Theatre management. . . . John Thompson, formerly publicity director at Columbia exchange, is now associated with company's New York offices. . . . Milford, H and E Balaban Circuit, made its daily admission charge 50 cents in order to boost business. . . . Dick Taylor, publicity director at Paramount, is receiving condolences on the recent death of his father in Minneapolis. . . . Tropical, Chicago Heights, was reopened by its owner, Lester Metuch. . . . John Sullivan was named manager, Lamar, Oak Park, Ill.

## COLUMBUS, O.

Gene Nitz, manager, Bexley and World art houses, booked "The Lovers" following the U. S. Supreme Court decision which reversed the Cleveland ban on showing of the feature.

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Local theatremen are happy that the newspaper strike is over. Local dailies and the weekly Columbus Star have resumed publication following the end of the three-week suspension. . . . Robert Sokol, former manager, Loew's Broad, was a vacation visitor here. Sokol now is manager of Loew's, Indianapolis. . . . Rosemary Pearson, secretary to Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio, has joined the Peace Corps. She is undergoing training in Vermont and will be sent to Afghanistan where she will keep hospital records. . . . Ken Prickett organized his office into a clearing house for Central Ohio theatres in the recent newspaper strike. Prickett relayed information about theatre bookings to various publications, radio, and tv stations.

## DALLAS

Gregory Walcott, actor, has suggested that Baptists establish a special committee in Hollywood to inform Christians about upcoming movies that degrade Christianity and overemphasize sex and immorality. He expressed his views to the 192 member Texas Baptist executive board at its quarterly meeting. Walcott praised Roman Catholics for their "seal of approval" policy on films. He said it gives them power to pull out unfavorable sections of films before the movies are offered publicly. . . . Tommy Noonan, comic turned producer, was in the city with plans for the showing of his "Three Nuts in Search of a Bolt." . . . Robert N. Wilkinson, regional sales manager for Universal, who leaves later this month for New York to become assistant sales manager for the organization, was honored at a luncheon at the Town and Country Restaurant. Some 90 friends and business associates attended the dinner. John Rowley, head of Rowley United Theatres and Phil Isley, who heads the circuit bearing his name, cited Wilkinson's contributions to the industry and presented him with a farewell gift. Walter Armbruster, former Dallas branch manager for Universal, will succeed Wilkinson. Roy Smith will assume Armbruster's former duties. . . . "Summer Movie Preview," color brochure designed to tell local moviegoers of the forthcoming attractions, is being distributed by Interstate Theatres. There are 32 features in the book, complete with pictures and summaries of plot and cast. . . . Here for the world premiere of "Circus World" at the Capri were John Smith, one of the stars of the film; Bill McIlwain, special representative for Cinerama; Sidney Cooper, general sales manager; and Everett Callow, advertising director. . . . An oil painting of Gregory Peck, by local artist Neil Ferguson, is on display in the lobby of the Coronet. . . . Paul Backus, salesman for American International, returned to his job after a recent illness. He is participating in the 10th anniversary drive. . . . Columbia publicists and Norm Levinson, Trans-Texas Theatres, arranged for a promotional stunt with the White Rock Sailing Club and the Fort Worth Boat Club in which the winner of the feature races were awarded "The Long Ships" trophy. . . . Reed Whatley has been named manager, recently opened 650 car Park Plaza D-I, Irving, Tex., which was built at a cost of \$250,000 by Jerry Meagher. The theatre features a playground in the rear which can be used by youngsters during the showing of the film. The ramp area contains illuminated walkway from the front ramp all the way back to the concessions stand and playground, with each ramp numbered.

## DENVER

Sunset Drive-In, Albuquerque, N. M., was held up and robbed of the night's receipts. At this writing, the robbers have not been apprehended. . . . Rauph Batschlet, Fox Denver, grabbed a great deal of newspaper publicity with a contest in the Rocky Mountain News for "My Favorite Cat" stories. A \$50 cash prize was offered. Of course, the film being promoted was "The Three Lives of Thomasina." . . . Several Denverites traveled to Albuquerque for the New Mexico Theatre Association meeting. There were John Dobson and Dominic Linza, United Artists; George Fisher and Bates Farley, MGM; Mark Sheridan, 20th Century-Fox; Frank Green, Allied Artists; William Peregrine, Paramount; Joe Stone, National Theatre Supply Co.; Bob Tankersley, Western Theatre Supply; Bruce Marshall, Columbia; Ray Davis, Fox Inter-mountain Theatres; and George and Harold McCormick, Skyline, Canon City, Colo. . . . The Paramount, Crested Butte, Colo., is being reopened by Albert Fisher and Dick Elfin. . . . The Sahara Drive-In, Grants, N. M., has been closed by J. C. West, who is operating the Trails and West there.

## DES MOINES

Charles Peterson, 78, owner, Windsor, Hampton, Ia., died in a Rochester, Minn., hospital after undergoing surgery. Peterson came to Hampton in 1917 from Belmond, Ia., where he also operated a theatre. . . . Jim and Nick Yiannais recently opened a new \$250,000 super 20 Drive-In, Dubuque, Ia., and were the first recipients of a certificate recognizing and honoring a major business investment in the Dubuque area. . . . Wally Stolfus, Varsity, Iowa City, has been hospitalized.

## DETROIT

The Variety Club of Detroit, Tent 5, held its 31st consecutive golf outing. 350 Barkers golfed for prizes, and/or swam, ate, drank, and waited for the awarding of the 200 door prizes. Co-chairman Herbert Martinez departed for Chicago next day to become branch manager for U-I, a post he held here. He received a plaque for his services to the Tent. Curiously, the other co-chairman, Bennett Goldstein, also a branch manager (20th Century-Fox), had already left to succeed Sam Diamond as manager in Philadelphia. . . . "Becket" succeeded "Cleopatra" at the United Artists. The Sigma Gamma Association, celebrating its 60th anniversary, took over the premiere. Proceeds went to the education and research department of the Detroit Orthopedic Clinic, a Torch Drive agency.

## HOUSTON

The University of Houston Students Association will screen a quartet of films on its summer cinema series, the Orson Welles production of "Macbeth," "Citizen Kane," "On the Waterfront," and "All The Kings Men." . . . A segment in the new "Morning Show" which will be telecast from 7 to 8 a.m. on KHOU-TV is devoted to scenes from old movies with biographical sketches of the stars. . . . Funeral services were held here for Alfred C. Finn, 80, a noted Houston architect who designed the Metropolitan, Loew's State, and old Kirby here and the Worth, Fort Worth. . . . Construction is

underway on the proposed dual theatres at the Gulfgate Shopping City and the Northline Shopping City. Richard A. Smith, president of the General Cinema Corp., and Theodore W. Berenson, representing the developers of Gulfgate and Northline, said the H. A. Lott Construction Co. will build the projects simultaneously. Each theatre will have two auditoriums, linked by a common lobby area. Different movies can be shown simultaneously, or, when an unusually popular movie is scheduled, it can be shown in both auditoriums on a staggered time table. The theatres will be known in both shopping centers as Cinema I and II. All seating will be on ground floor levels, with the larger unit containing 1,200 seats, and the smaller 600 seats. . . . John Smith, star of "Circus World," was a visitor with Charles Payne, managing director, Windsor Cinerama. "Circus World" is to be the next attraction for the Windsor.

## JACKSONVILLE

Local exhibitors presented an outstanding array of first and sub-run screen entertainment over the long July 4 weekend, and every film showing at the 27 local four-walls and drive-ins was aimed at family enjoyment with the sole exception of the San Marco Art in its offering of "Tom Jones." . . . Kent Theatres celebrated the 10th birthday of the Southside Drive-In with a 10 cents admission price and many 10 cent special sales at the concessions stand. . . . The Alachua, Alachua, closed for several months, has been reopened by Carl Land, with Marvin Skinner of this city handling the bookings. . . . Marvin is also booking for another recently reopened theatre, the Woodward, Madison, which is now being operated by Dave Harris and W. J. Hurn. . . . In a third theatre change of the week, Joseph T. Mruz has taken over the Washington, DeLand. . . . Iva Lowe, WOMPI manager of the San Marco Art, and her husband came back from a vacation trip to Florida's lower west coast, and the San Marco's relief manager, Al Hildreth, returned to his downtown Empress. . . . Flora Fowler, who formerly managed the Howco film shipping station, is now at the Howco office in the Florida Theatre Bldg., succeeding Joe Thrift, who

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resigned to manage the Cedar Hills. . . . Mike Meiselman, Meiselman Theatres executive from Charlotte, arrived for conferences with C. H. "Danny" Deaver, local city manager. . . . Jim Taylor, manager trainee at the Empress, subbed for Dave Barnett at the FST parking lot. . . . In town for conferences at branch offices were William Gehring, 20th-Fox division manager from Dallas, and Paul Hargette, Columbia district manager from Atlanta.

## NEW HAVEN-HARTFORD

William Montgomery, Lockwood and Gordon Cine Webb, Wethersfield, resident manager for the past year, has resigned to return to his Pennsylvania home town. Carroll J. Lawler, group sales manager at L&G's Cinema, Hartford, is temporarily supervising the Cine Webb, a first-run art situation for metropolitan Hartford. . . . Brooks LeWitt, owner-operator, Berlin Drive-In, Berlin, has dropped the 25 cents per person charge for boat rides on the theatre's lake. . . . James L. Shulman, son of Mrs. Maurice W. Shulman, widow of the late Shulman Theatres executive, has been named recipient of the Goodrich academic excellence award at Hartford's Watkinson School. . . . Perakos Theatre Associates reopened the State, Jewett City, after a month-long redecorating and remodeling



Katherine Edwards, seven, of Jacksonville, Fla., winner of a trip to Switzerland accompanied by her parents, in Columbia's "Hey There, It's Yogi Bear" contest held by the Edgewood, Jacksonville, in connection with the north Florida premiere of the film, is seen with Yogi and Boo-Boo on WJXT-TV's "Ranger Hal" morning show.

project supervised by manager Mrs. Katharine H. Dupont. . . . Norman Pader, MGM New York exploitation force, visited Ray McNamara, Allyn, Hartford, on mid-July Connecticut premiere of "The Unsinkable Molly Brown." . . . Don Barker, Loew's Theatres, Inc., home office advertising department, and John Leo, UA exploitation staff, met with Mrs. Ruth Colvin, Loew's Poli, Hartford, on "A Hard Day's Night." . . . The Windsor Locks Industrial Development Commission has proposed a \$6 million shopping and recreation center, to include a motion picture theatre, to the town's planning and zoning commission. Just what interests would operate theatre is yet to be determined. . . . Two more theatres reopened—the Stanley Warner Embassy, New Britain, screening Paramount's "Lady in a Cage," and the Lockwood & Gordon Torrington Drive-In, Torrington, showing UA's "Kid Galahad." Latter facility distributed free Presley photo-calendars and lollipops. . . . Three theatres—Rivoli, Forest, and Lawrence—turned over proceeds of a "Lilies of the Field" screening to the New Haven Register's Fresh Air Fund. . . . Robert Hoffman, Connecticut Theatre Circuit, has been elected to a three-year term on board of directors, New Haven Jewish Community Center.

## NEW ORLEANS

WOMPI of New Orleans seated 13 members of their group as officers and directors at the club's 11th installation dinner in the Rose Room of Kolb's Restaurant. Miss Helen Bila, Paramount Gulf Theatres secretary, was installed as president, her second time to serve in the club's highest office. Many of the board of directors are 'held over' by popular demand. . . . Little Gary Stevens Blocker is all excited over the playmate mamma Beverly and papa Walter have promised him to arrive around the first of the year. Beverly is secretary to president C. Clare Woods, United Theatres, Inc. . . . Earl Kroeper, United Theatres film buyer and booker, entertained on the piano during the recent cocktail hour and buffet supper given recently by the Ladies of Variety Tent 45 at the Variety Club. . . . Charles Varnado, Warners exchange salesman, will be out of circulation four to six weeks due to an injury to his leg suffered in a fall, and which necessitated surgery on his knee cap. . . . Earl Kroeper and Roland Hoffman, United Theatres staffers, did some hefty casting for "whoppers" in the waters of The Rogolets.

## PHILADELPHIA

Manny Youngerman, president, M. Y. Film Company, Inc., announced that the company has moved to new quarters in the Fox Theatre Building. . . . Rudy Carrella, seven-year-old South Philadelphia 'boy genius,' has been signed by Stanley Kramer for Columbia's "Ship Of Fools". . . . The first in the nation's presentations of 20th-Fox's product announcement to exhibitors took place before a packed house in the Vine Street Screening Room. Division manager Sam Diamond and exploitation rep Hal Marshall presented slides and trailers for several upcoming films with emphasis on road-shows "Sound Of Music," "The Agony and The Ecstasy" and "Those Magnificent Men In Their Flying Machines."

## SAN ANTONIO

Rodolfo de Anda and Patricia Conde, stars of "Cielo Rojo" which opened a week's engagement at the Alameda, the city's ace downtown Spanish language theatre, managed by Ignacio Torres, appeared in conjunction with the showing of the film during the first two days of the showing. . . . Tom Powers, city manager, Cinema Arts Theatres, has booked the early Elvis Presley film, "King Creole," at the circuit's Josephine on the basis of the popularity of Presley in the city with the teenage fans. The Presley film, "Viva Las Vegas" has closed a three week stand at the downtown Texas. The manager of the Josephine, George A. Kaczmar, is making available for Presley fans a Presley brochure, complete with pictures of the star, on sale at the concessions counter at 25 cents each. . . . Hollywood film star Linda Darnell was in the city in conjunction with the opening of a ticket office in San Antonio for the Peninsula Playhouse, New Braunfels, Tex., where Miss Darnell is appearing in the first production, "Janus." . . . The Buffalo Bills, quartet which appeared in the screen version of "The Music Man," were in the city in conjunction with the 26th international contest of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. Hollywood character actor Burt Mustin is also among those attending the convention. Mustin is currently appearing here on the screen of the Aztec in his latest film, "What A Way To Go." . . . The San Antonio Evening News, in its Then and Now Feature, showed the elaborate entrance to the Royal with admission at 10 and 20 cents. The now photograph showed the front of the Majestic, the city's largest theatre which was built in 1927, on the site of the old Royal. The area near the hub of the city's activities has been a theatre center for many years. . . . The first suburban showing of "Cleopatra" has opened at three D-I and one indoor theatre with advanced admission at \$1 per person. . . . Herman Sollock, manager, Woodlawn, opened the road show engagement of "Becket." There are no matinees on Monday or Tuesday. . . . Yogi Bear, Cindy Bear, and Boo Boo paid a visit to Atlantic Mills, local department store which sponsored the Yogi Bear coloring contest in conjunction with the recent showing of Columbia's "Hey There, It's Yogi Bear" at the Josephine. . . . John D. Paxton, city manager of the Plaza, El Paso, Tex., has announced that improvements will be made to the theatre. These include a new carpet, according to Bill Chambers, manager of the downtown house. . . . Bing Crosby and his wife, Kathy Grant, received the St. Edward's University Cononot Medal, which is given by the university.

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SECTION TWO  
Vol. 71 No. 26

JULY 8, 1964

## EMBASSY

### Crazy Desire

COMEDY DRAMA  
108M.

Embassy  
(Italian-made)  
(English titles)

ESTIMATE: Interesting import.

CAST: Ugo Tognazzi, Catherine Spaak, Gianni Garko, Beatrice Altariba, Jimmy Fontana, Franco Giacobini. Directed by Luciano Salce. Produced by Isidoro Broggi and Renato Libassi.

STORY: Ugo Tognazzi is a successful 39-year-old engineer, separated from his wife, and he's on his way to visit his small son in boarding school. He is overtaken and passed on the road by two cars bearing teenagers. Later on, he is stopped by one of them in the road, Catherine Spaak, who asks if he can spare some gasoline. He agrees, and almost all of his gasoline is siphoned off. They take off in reckless fashion once again. He winds up having to push his car to a service station, where the teens leave without paying their bill. One of them is caught by Tognazzi and loses consciousness. Tognazzi pays the bill, gets gas, and drives the lad to a seaside cottage where the teens are winding up a summer holiday. There, Spaak persuades him to tarry, and he becomes infatuated with the attractive and uninhibited teen-ager. He tries to impress them with his masculinity, vigor, and experience, joining in their competitions and games, but he is no match for their youth and vitality. Several times, he plans on leaving, but Spaak persuades him to remain. By the time the day passes, he is exhausted and goes to sleep. The next morning, Spaak and her friends are gone, and the summer is really over, as is his illusion of recaptured youth.

X-RAY: This might be termed Italy's version of the beach party films currently so popular in American teen circles, and it comes off in entertaining fashion as an adult tries to recapture his youth with both funny and sad results. The story holds interest fairly well, and performances, direction, and production are good. It should do well in the art spots, and if it were dubbed, American teens might even give it a whirl to see how their counterparts on the other side of the ocean are doing. Comedian Ugo Tognazzi is fine as the mixed up adult. The screenplay is based on a short story, "A Girl Named Francesca," by Enrico Stella.

AD LINES: "Youth, He Knew, Was Wasted On The Young"; "Summer—A Time For Illusions."

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## MGM

### Looking For Love

COMEDY MUSICAL  
83M.

MGM  
(Metro-Color)  
(Panavision)

ESTIMATE: Pleasant musical boosted by appearances of guest stars.

CAST: Connie Francis, Susan Oliver, Joby Baker, Jim Hutton, Jess White, J. C. Flippen, Mimi Dillard. Guest Stars: Johnny Carson, Danny Thomas, Yvette Mimieux, George Hamilton, Paula Prentiss. Produced by Joe Pasternak; directed by Don Weis.

STORY: Connie Francis realizes that breaking into show business is next to impossible, and decides to give up and concentrate on getting married and raising a family. She shares a cramped apartment with Susan Oliver, and invents a clothing valet. She meets grocery clerk Joby Baker, but has her sights on Jim Hutton, who works in advertising with Oliver. Hutton is invited to an open house at the tiny apartment by Francis, and when he sees the clothes valet, he offers to help her merchandise it. This calls for Francis' appearance on a tv show, during which she sings and admits she is a frustrated warbler. Next, she guest stars on Danny Thomas' show. Baker is still enamoured of Francis, who is making no visible progress with Hutton. Oliver urges her to try a "hard to get" approach. It works although Francis is disappointed when bells do not ring when they kiss. Finally, when Baker kisses her at an airport, bells ring all over the place, Oliver having planted her friends to do the ringing. So Baker turns out to be the man for Francis, and Oliver waltzes off with Hutton.

X-RAY: Given an opulent production in wide screen and color, this innocuous musical comes across nicely with okay performances by the entire cast. Connie Francis is fine in the lead and is given excellent support by both cant and guest stars. The sequences with the guests are the best and give this slight romantic comedy the boost needed. Five new songs and two standards highlight the film. The story and screenplay are by Ruth Brooks Flippen. Quite an array of teenage fashions are worn by the stars.

AD LINES: "A Romantic Comedy Musical For Youngsters, Oldsters, and In-Betweensters!"; "The Number One Feminine Vocalist In The Recording Field In A Vehicle Especially Written For Her."

### The Night Of The Iguana

DRAMA  
125M.

MGM

ESTIMATE: Award performances by fine cast should make this a big winner.

CAST: Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon, James Ward, Grayson Hall, Cyril Delevanti, Mary Boylan, Gladys

Hill, Billie Matticks, Eloise Hardt, Thelda Victor, Betty Proctor, Dorothy Vance, Liz Rubey, Bernice Starr, Barbara Joyce, Fidelmar Duran, Roberto Leyva, C. G. Kim. Produced by Ray Stark; directed by John Huston.

STORY: Richard Burton, a brooding, impulsive minister locked out of his church in Virginia for "fornication and conduct unbecoming a minister," makes his living as a tour guide in Mexico. His difficulty with a group of lady school teachers grows as the summer excursion takes them deeper into Mexico, principally because of the advances of Sue Lyon, promiscuously-inclined teen accompanying the teachers. The leader of the group, Grayson Hall, discovers Burton and Lyon in compromising circumstances, despite Burton's attempts to keep Lyon at bay. Hall is bent on seeing Burton pay dearly, blaming him for the shortcomings of the tour and Lyon's conduct. Panicked by fear of losing his job, Burton bypasses a scheduled stop at a modern hotel and drives the group to a crumbling hostelry in Mismaloya, a tiny Indian village in the Mexican jungles, run by his friend, Ava Gardner. Burton steals the distributor cap from the bus, forcing the women to stay. While Burton and Gardner conspire to thwart Hall's attempts to ruin the feverish, beset minister, a sketch artist, Deborah Kerr, pushing her 98-year-old poet grandfather in a wheelchair, arrives at the hotel penniless and seeking refuge. Lyon, meanwhile, disappears from the hotel and is discovered at a cantina cavorting with Gardner's Mexican beachboys. James Ward, Burton's driver-assistant, attempts a farcical "rescue" and is beaten up. Lyon cultivates Ward, and they steal the distributor cap back and take the group to the scheduled stop, leaving Burton, Gardner, Kerr, and the dying poet at the hotel. Burton, near madness, is sedated by Kerr. An exchange of confidences shows Burton that he is not the only one who has suffered, and he strikes a real rapport with the Nantucket spinster. Seeing Burton come alive, Gardner swallows her own love for Burton and offers to let them stay and manage the hotel. Kerr's grandfather, who at last finishes his final poem, dies, and Kerr leaves. Burton and Gardner will try to make a life together.

X-RAY: Under the masterful direction of John Huston, who collaborated with Anthony Veiller on the screen adaptation of the Tennessee Williams play, the name cast turns in Award performances all the way around. Cinematography, sets, and direction are wonderfully satisfying and should head the film toward resounding commercial success. Burton's rendition of the spasmodic, tormented minister whose morality and passionate nature are locked in conflict, is superb. Gardner, as the lusty, brash hotel owner turns in the performance of her career, and the guess here is that she'll cop an "Oscar" nomination. Accolades are also in order for Kerr, whose bearing and dexterity with the language inject a sense of nobility without which the picture would not stand. A fine supporting job is done by Cyril Delevanti, as the aged poet, and Miss Lyon manages to do

justice by the rest of the company as the sex hungry teen. A genuine compassion for the human condition prevents the film from ever becoming cheap or tawdry.

TIP ON BIDDING: Higher rates.

AD LINES: "One Man . . . Three Women . . . One Night."

## PARAMOUNT

### Circus World

DRAMA  
135M.

Paramount-Cinerama  
(Technicolor)  
(Filmed abroad)

ESTIMATE: Circus in Cinerama should prove popular.

CAST: John Wayne, Claudia Cardinale, Rita Hayworth, Lloyd Nolan, Richard Conte, John Smith, Henri Dantes, Wanda Rotha, Katharina, Kay Walsh, Margaret Mac Grath, Katherine Ellison, Miles Malleon, Katherine Kath, Moustache. Produced by Samuel Bronston; directed by Henry Hathaway; executive associate producer, Michael Waszynski.

STORY: A half century ago, circus impresario John Wayne decides to take his circus and wild west show to Europe, swayed by the desire to find Rita Hayworth, mother of Claudia Cardinale, the young circus performer he has raised as a daughter since Hayworth disappeared 14 years earlier following the death of her husband, a trapeze expert. Hayworth and Wayne loved each other, and some believed that her husband deliberately fell to his death when he found out about the situation. Cardinale is in love with John Smith, recruit from the rodeo circuit and star of the circus, who one day wants to be a partner to Wayne. Lloyd Nolan, Wayne's assistant and friend over the years, tries to dissuade Wayne from making the tour but with little success. The ship arrives in Barcelona where a show is put on in the harbor. The huge crowd tips the boat over, and while all humans are saved, much of the circus is destroyed. A broke Wayne, Cardinale, Smith, and Nolan join a competitor's show in Paris and pull a stunt that brings much patronage and publicity. Wayne plans on making a comeback with a show of his own and quietly signs a number of acts to join him, among them Richard Conte, part of the act with Hayworth's husband. He also searches for Hayworth, and after touring much of Europe, they wind up in Madrid where Hayworth and Wayne come face to face. He asks her to return and she does, asking for a job but refusing to reveal that she is Cardinale's mother. Later, Cardinale learns the truth about Hayworth and the suicide of her father. Wayne tells her the truth about his love for Hayworth, and the latter volunteers to go away. Wayne refuses. At this point, the huge tent catches fire, and they try to save part of it, with Hayworth and Cardinale going aloft to cut away the burning sections. They embrace after their exhaustive efforts and a reconciliation is in prospect between the three principles. The next night, the Wayne circus makes its bow with a new mother and daughter act and with Smith and Wayne becoming partners.

X-RAY: The color and flavor of the circus, its daring animal and human performers; the spectacle, action, and fun are captured quite well on the wide screen and in the gorgeous color so that audiences should get a pleasing charge out of this aspect of the presentation. The production values and the sets and backgrounds are truly commendable and attention-holding. Tying these elements together is a more or less familiar story spelled out via acceptable performances and adequate direction. While the proceedings tend to be on the long side, still most viewers, young and old alike, will feel that they are getting a sizeable entertainment package. The screenplay is by Ben Hecht and Julian Halevy, based on a story by Philip Yordan.

TIPS ON BIDDING: Higher Cinerama rates in many situations.

AD LINES: "The Greatest Show Of Them All"; "The Circus Sweeps Across Europe In A Wondrous Tale Of Adventure, Romance, And Suspense."

### The Patsy

Paramount  
(Technicolor)

COMEDY  
101M.

ESTIMATE: Jerry's legion of fans will enjoy it.

CAST: Jerry Lewis, Ina Balin, Everett Sloane, Phil Harris, Keenan Wynn, Peter Lorre, John Carradine, Hans Conreid, Phil Foster, Richard Deacon, Neil Hamilton, Jerry Dumphy, Jerry Dexter, Scatman Crothers, Del Moore, Nancy Kulp, Fritz Feld, Benny Rubin, Jerome Cowan, Ned Wynn, Henry Slate. Produced by Ernest D. Glucksman; directed by Jerry Lewis.

STORY: Ina Balin, Everett Sloane, Phil Harris, Peter Lorre, John Carradine, and Keenan Wynn have all been living off a successful comedian for years. He is killed in an accident, and they decide to take an unknown and build him into a star. Along comes goofy bellboy Jerry Lewis, and he's their man. New clothes, singing and acting lessons, all fail to make much of an impression, but Lewis and Balin fall for each other. A small club date is a catastrophe, but they persist, building Lewis into a celebrity via column mentions, etc. At last, he is booked on the Ed Sullivan show, but the syndicate knows how untalented he really is. They all desert the sinking ship, leaving Lewis to face the tv show alone. Balin, learning of the perfidy of her friends, tries to get to Lewis but fails. He is a surprise smash hit on television. The following day, he calls the syndicate to a meeting, gives them their jobs back, and proposes to Balin.

X-RAY: Jerry Lewis fans are a breed apart. It has been proven in the past that their hero can do no wrong, and there is no reason to suspect that they will react differently now. Those who can take the brash comedian or leave him alone would probably find much to quarrel with in this slight entry. Their opinions won't alter the fact that here is one performer who never loses money on his films. Director Lewis lingers on star Lewis a little too much at times, and the whole thing would have been better if it were speeded up somewhat. There are a few cute bits and some help from cameo appearances. Screenplay is by Lewis and Bill Richmond, and they didn't knock themselves out.

TIP ON BIDDING: Same as other Lewis films.

AD LINES: "Jerry's A Dumb-Like-A-Fox Bellhop That Some Smart Ales Manipulate Into Stardom"; "If You Don't Know What A Patsy Is . . . Come Get The Laugh-Filled Answer."

## UNIVERSAL

### Bullet For A Badman

WESTERN  
80M.

Universal  
(Color)

ESTIMATE: Okay western for program.

CAST: Audie Murphy, Darren McGavin, Ruta Lee, Beverly Owen, Skip Homeier, George Tobias, Alan Hale, Berkeley Harris, Edward C. Platt, Kevin Tate. Produced by Gordon Kay; directed by R. G. Springsteen.

STORY: Ex-Texas Ranger Audie Murphy is married to Beverly Owen, the ex-wife of former friend and associate Darren McGavin, who turned outlaw and escaped from prison vowing to kill Murphy for taking his wife and young son. McGavin and his gang rob the bank in the town near where Murphy lives, and McGavin is the sole survivor, making off with the money. Murphy and others trail him, with the others planning to kill the outlaw and divide the money between

them. Murphy beats them to McGavin's hide-out and takes him prisoner. Scouting Apaches prevent a showdown, and they band together to beat off the attack that follows. They eventually beat off the Indians, and Murphy and McGavin escape from the others. McGavin is badly wounded. Murphy takes him to his farm where he sees his son for the first time but doesn't reveal that he is his father. One of the survivors of the posse trails them and is about to shoot Murphy when McGavin saves him, sacrificing his own life. Murphy kills the attacker, and peace settles over the area.

X-RAY: A noteworthy performance by Darren McGavin, some good action and intrigue sequences, a story that holds interest fairly well, and adequate acting, direction, and production put this in the good program category. The use of color is an added asset. The screenplay is by Mary and Willard Willingham, based on a novel by Marvin H. Albert.

AD LINES: "Blazing Guns At The Ready"; "A Thrilling Western Adventure Film."

## WARNERS

### Robin And The 7 Hoods

COMEDY WITH MUSIC  
123M.

Warners  
(Panavision)  
(Technicolor)

ESTIMATE: Light-hearted romp for Frankie and friends should please.

CAST: Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Falk, Barbara Rush, Victor Buono, Bing Crosby, Hank Henry, Allen Jenkins, Jack LaRue, Robert Foulk, Phil Crosby, Robert Carricart, Phil Arnold, Sonny King, R. Simmons, Harry Swoger, Harry Wilson, R. Bakalyan, Bernard Fein, Carol Hill Joseph Ruskin. Produced by Frank Sinatra; directed by Gordon Douglas.

STORY: In Chicago in the 1920s gang leader Edward G. Robinson is killed. A struggle for power develops between the gangs controlled by Peter Falk and Frank Sinatra. They destroy the clubs which act as their headquarters, and Sinatra sets about rebuilding with the aid of gang members Sammy Davis, Jr., and Dean Martin. Robinson's daughter Barbara Rush, offers Sinatra \$50,000 to avenge the death of her father. He refuses, but when Falk kills a crooked sheriff, she sends the money to Sinatra. He gives it to charity and gets the reputation of a Robin Hood. Rush plays up to him, Martin, and Falk in an attempt to take over the gang activities. Sinatra hires Bing Crosby to handle his charitable activities. Rush convinces the women of Chicago to clean out the gangsters. Sinatra and Martin wind up penniless, while Rush takes over the rackets with Crosby at her side.

X-RAY: Played fast and furiously and strictly for fun, this should please those followers of Frankie and his boys. There are plenty of laughs, although some sharper editing might have eliminated a few slow spots. Every now and then, one or more of the engaging principals bursts into song, and that's as it should be. Sinatra also produced, and a lush job it is, recapturing the period with the proper amount of exaggeration that leaves no doubt in anyone's mind that farce is the order of the day. A particularly good sequence involves a saloon and casino turning into a prayer meeting at the flick of a switch to foil a police raid. Some will say such a picture does not inspire respect for the law. They have a point, as the life of the crooks is certainly a glamorous one. The whole thing is played for laughs, however, and that helps. Color is an asset. Written by David R. Schwartz.

TIP ON BIDDING: Better rates in some situations.

AD LINES: "The Funniest, Fastest Comedy Of Them All"; "Frankie, Dean, Sammy And Bing Turn The Underworld Inside Out."

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## FOREIGN

## Bridge To Glory

DRAMA  
103M.

Jillo Film Prods.  
(Italian-made)  
(English titles)

ESTIMATE: Good import.

CAST: Renato Salvatori, Carla Gravina, Nino Castelnuovo, Tomas Milian, Leopoldo Trieste, Saro Urzi, Anna Maria Ferrero, Romolo Valli, Valeria Moriconi, Corrado Pani, Franco Bucciari, Bruno Scipioni. Produced by Franco Cristaldi; directed by Nanni Loy.

STORY: In September, 1943, university student Nino Castelnuovo, meek State accountant Leopoldo Trieste, and black marketeer Thomas Milian try to escape the hostile atmosphere of Rome. They flee when a German patrol stops their train and seek refuge in a wayside inn occupied by partisans commanded by ex-sergeant Saro Urzi, but led in spirit by anti-fascist farmer Renato Salvatori. They are at first confused, but exile Romolo Valli assigns them to the blowing up of a railway bridge on the line the Germans use for their supplies. They steal some explosives from the Italian army, and in so doing, Salvatori is killed. Valli is captured and shot. Trieste, who is cowardly, is spurred to action when his sweetheart, Anna Maria Ferrero, is lost to a German officer. They carry out the sabotage and blow up the bridge although Trieste is killed. Meanwhile, the "official" Italian army continues training its young soldiers in combat. Ironically, the war is being fought elsewhere.

X-RAY: Italian patriots in the underground during the war are to be seen here harassing the Germans, who are making life miserable for their allies. The result is an interesting and sometimes suspenseful picture that is well-made, with effective characterizations, good direction, and capable production, although a bit of editing could have made it even more palatable. It should do okay in the art and specialty spots with the reputation of director Nanni Loy being of value for those in the know. Loy worked on the story and screenplay along with Alfredo Giannetti.

AD LINES: "The Italian Underground In Ac-

tion"; "A Suspenseful Tale Of Italians Vs Germans During World War II."

## Devil Doll

DRAMA  
80M.

Associated Film Dist.  
(English-made)

ESTIMATE: Off-beat drama has saleable angles.

CAST: Bryant Haliday, William Sylvester, Yvonne Romain, Sandra Dorne, Karel Stepanek, Francis de Wolff, Nora Nicholson, Philip Ray. Produced and directed by Lindsay Shonteff; executive producers, Richard Gordon and Kenneth Rive.

STORY: Bryant Haliday is an expert hypnotist who puts on a show with the aid of audiences and a wooden dummy. The dummy performs remarkably with no visible control except Haliday's voice. It is kept in a cage when off-stage. Journalist William Sylvester is assigned to cover Haliday and takes his fiance Yvonne Romain along. At his urging, she volunteers to be one of his stage victims, but Haliday is attracted to her and places her in a trance to come to him when he calls. Her aunt persuades her to ask Haliday to perform at a charity function where it is obvious that there is tension between the wooden doll and Haliday. This arouses Sylvester's curiosity. When Romain becomes ill, he investigates further. In Berlin, a member of Haliday's act tells how she and her partner were hypnotized, and he was killed in what looked like an accident. Haliday also studied in the mysterious east. Hard as it is to believe, Sylvester concludes that the soul of the dead man is imprisoned in the wooden doll. Haliday has persuaded Romain to marry him, but this situation has evidently weakened his hold on the doll. The dummy breaks free of his control, and these is a physical as well as mental battle. Haliday's soul and mind are imprisoned in the dummy, and his body taken over by what was in the doll. His spell over Romain is broken, and Sylvester winds up with a story that will be impossible to explain.

X-RAY: This has its moments of weirdness and an off-beat story that holds interest fairly well, perhaps because the subject matter is so different. It has been well handled in acting, direction, and production, and with the proper exploitation, it can probably give a good account of itself at the boxoffice. The screenplay is by George Barclay and Lance

Z. Hargreaves, based on a story by Frederick E. Smith.

AD LINES: "An Exciting Experience In Hypnosis"; "A Thrilling And Daring Tale Of Murder And Suspense."

## Mafioso

DRAMA  
100M.

Zenith International  
(Italian-made)  
(English titles)

ESTIMATE: Good import should please art house patrons.

CAST: Alberto Sordi, Norma Bengell, Cinzia Bruno, Katuscia Piretti, Armando Thine, Lilly Bistratten, Gabriella Conti, Ugo Attanasio, Carmelo Oliviero. Directed by Alberto Lattuada; produced by Antonio Cervi; a Dino De Laurentiis Presentation.

STORY: Alberto Sordi is a factory foreman about to embark on a holiday in his native Sicily with his wife and two young daughters, whom his parents haven't met. Before he leaves, his company general manager asks him to deliver a package to Ugo Attanasio, a leader in the town they are going to visit. Wife Norma Bengell is not very happy with Sicily, its bleak countryside, or its unfriendly, suspicious people. After a family reunion, he goes to make his delivery to Attanasio, who helped him get the opportunity he has and to whom Sordi is obviously indebted. As the holiday draws to a close, Attanasio asks Sordi to do him a favor after he proves that he is an expert marksman still. Attanasio is head of a Mafia organization. When Sordi reluctantly agrees, he is invited to go on a hunting trip, but instead of doing so is smuggled into the U. S. by plane and told to execute a certain enemy, which he does, fearing for the safety of his family. He is immediately shipped back to Sicily and rejoins his family as if nothing has happened. He remains silent, and with the vacation over, he resumes his job.

X-RAY: An interesting and oft-times intriguing story is developed here, and audience attention should be held pretty well by the on-screen happenings, backgrounds, people, and customs of Sicily. Expert performances aid in getting the tale across, and the direction and production are of a high calibre.

AD LINES: "He Had To Be Ready To Kill At Any Time"; "A Thrilling Expose Of The Mafia And Its Workings."

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JULY 8, 1964

SECTION THREE  
Vol. 71 No. 26

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## MGM Operetta Film Festival For New York

America's first Operetta Film Festival was recently held at Walter Reade's 34th Street East Theatre. The Festival, which continued over a three-week period, consists of 12 world famed operettas selected from the MGM Operetta Series.

The program included many of the screen's most celebrated singing stars, Jeanette MacDonald, Nelson Eddy, Mario Lanza, Howard Keel, Rise Stevens, Allan Jones, and Ann Blyth. Among the famed composers represented were Rudolf Friml, Franz Lehar, Johann Strauss, Jr., Victor Herbert, Sigmund Romberg, Lerner and Loewe and Noel Coward.

Previously the MGM Operetta Presentations were handled in theatres throughout the country on a one-day only basis over a period of 12 weeks. Because of the popularity of the films, the same theatres that played the operettas on a one-day basis brought back the series for return engagements and the second time around recorded box office grosses equal, and in many cases, above those of the first presentation. It was for this reason that MGM developed the Festival concept. During the Festival, two Operettas were shown on each program on a split week basis. Arrangements for the 34th Street East engagement were made through Fred Schwartz's Special Sales Unit.

An extensive publicity and promotion campaign, developed by Si Seadler of the Special Sales Unit, included not only radio, television and newspaper coverage, but also a concentrated effort to acquaint high schools, college students, and other cultural groups in the New York metropolitan area with the series.

The program at the 34th Street East Theatre included: Lerner and Loewe's Brigadoon—Victor Herbert's Naughty Marietta; Johann Strauss, Jr.'s Great Waltz—Victor Herbert's Sweethearts; Franz Lehar's Merry Widow—Sigmund Romberg's Student Prince; Rudolf Friml's Rose Marie—Sigmund Romberg's Girl Of The Golden West; Rudolf Friml's The Firefly—Noel Coward's Bittersweet; Oscar Strauss' The Chocolate Soldier—Sigmund Romberg's Maytime.

## "Zulu" Student Guide

Embassy Pictures is making available to exhibitors a special Student Guide on Joseph E. Levine's "Zulu," for school distribution keyed to local engagements of the attraction.

The four-page guide, illustrated with still scenes from "Zulu," was written by Dr. Howard L. Hurwitz, vice-principal, Jamaica High School in New York, and a former editor of Senior Scholastic Magazine. Space is provided for local theatre imprint.

## Schine Managers Set Record With Summer Vacation Kid Rentals

### Lady Valet Campaign Set For MGM's "Looking For Love"

The Connie Francis Lady Valet, an accessory introduced in MGM's "Looking for Love," is set to hit the nation's markets simultaneously with the release of the film this summer.

Distribution has been arranged through leading department stores and specialty shops. Each Lady Valet will include a discount coupon for Connie Francis' MGM "Looking for Love" album.

Special arrangements are being made for personal appearances by Connie Francis in leading department stores of cities she will visit while promoting her new MGM film, "Looking for Love."

In addition, a \$200,000 promotion budget has been set for the Lady Valet. As part of the promotion, major record outlets throughout the country will offer the Lady Valets as prizes for various promotional contests.

Schine managers are busting all records with a great number of summer vacation kiddie show rental series. A fine source of extra revenue this is an avenue which might well be traversed by enterprising managers everywhere.

Here are some of the latest sales:

George Johnson, Norwalk Theatre, Norwalk, Ohio, has sold a Summer Kiddie Show Series to 18 local merchants for a six week period.

News of a Summer Vacation Movie Series comes from the Madison Theatre, Richmond, Kentucky. Credit for this Series which will run on Wednesdays, for six weeks in conjunction with 11 merchants, goes to manager Ken Carter.

Chalk up a Summer Kiddie Show Series for Hubert Bourne, Strand Theatre, Delaware, Ohio. This Series for nine weeks, in conjunction with 10 merchants.

Tom Williams has set a Summer Vacation Movie Series with the Mt. Vernon Newspaper. This Series will take place at the Vernon Theatre, Mt. Vernon, Ohio, on Wednesdays.

From the Auburn Theatre, Auburn, New York, comes news of a Summer Kiddie Show Series set by Lou Hart for the 16th year in a row! Zone manager Lou sold this Series to eight local merchants starting July 9 for eight weeks.

Fred McBee, Piqua Theatre, Piqua, Ohio, has come up with a Summer Vacation Movie Series, which will be held starting July 14 with nine merchants for six weeks.

Ray Sparklin, Milford Theatre, Milford, Delaware, has sold his Summer Kiddie Show  
*(Continued on page EX-599)*

### "Circus World" Comic Book

A full-color comic book on Samuel Bronston's "Circus World" in Cinerama has just been published by Dell Publishing Company. John Wayne is featured on the front cover of the Movie Classic edition, with a full page of credits on the inside front cover.

Thousands of variety stores, newsstands and other magazine outlets will carry the "Circus World" comic book.



Seen at the recent Denver, Colo., world premiere of MGM's "The Unsinkable Molly Brown" were, left, MGM vice president and studio head Robert H. Weitman; Debbie Reynolds; producer Laurence Weingarten and Mrs. Weingarten arriving at Stapleton Airfield and being welcomed by Charles Reagen, Denham Theatre, right; and, right, on stage at the Denham, Governor John A. Love presenting certificates of appreciation to Miss Reynolds and Harve Presnell for their work on behalf of the Denver Metropolitan Association for Retarded Children.



# Timeliness Stressed In Florida "Escape From Hell Island" Premiere

Taking advantage of topical excitement recorded in headline stores, Crown International Pictures and Wometco Theatres mounted a Florida campaign for the saturation world premiere of "Escape from Hell Island" that produced box-office excitement to match the news.

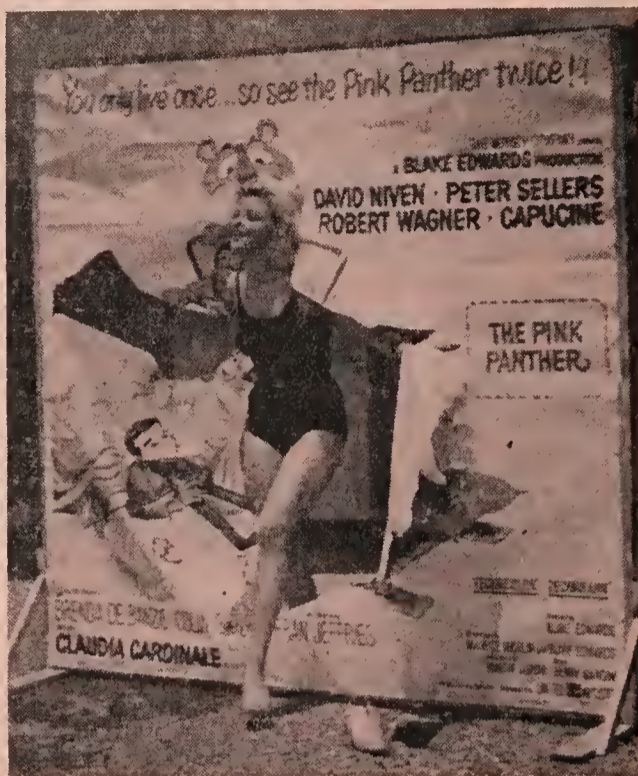
"Escape from Hell Island," which concerns a refugee escape from Cuba, was a Florida-based production filmed on locations between Key West and Cuba. Crown and Wometco also took advantage of the local angle and local discoveries appearing with Hollywood star Mark Stevens. They then went beyond that into the explosive theme in which fiction matches daily news reports. Direct appeals were made to local Cuban refugee populations with outstanding results. Advertising in all media tied into the headlines.

In addition to capitalizing on the wide news interest in the hot Caribbean situation, promotion for "Escape from Hell Island" also applied the "escape" theme in a joint tie-up with National Airlines. Theme for the contest was "Escape the Cares of the World," with prizes including a trip to the World's Fair and a four-day cruise to the Bahamas aboard the schooner Caribe used in the picture. The contests were featured two weeks in advance of opening by stations WQAM and WFUN. In cities not on National's routes, the same idea can be used with other airlines.

A private screening for Cuban leaders, Cuban press and local dailies highlighted the campaign. The producer of the picture, James B. Doherty, made multiple press and personal appearances in Miami, Fort Lauderdale and other situations involved in the multi-premiere.

The "Escape" idea was applied also to a wide variety of tie-ins: Escape from the high cost of living—shop at Smith's; Escape to a world of fun—Jones' Travel Agency; Escape kitchen drudgery—buy your appliances at Doe's; Escape in a new car—Roe's Motor Sales; etc.

A Mark Stevens look-alike contest and a



Interstate Circuit's Esquire, Dallas, capitalized on Meri Welles, local girl who appears in United Artists' "The Pink Panther," when she was in town visting her parents by garnering extra newspaper coverage in the local newspapers and on television when she burst through a mounted six sheet from the film at a poolside press conference.

"most dangerous moment" contest were other tie-ins to "Escape from Hell Island."

Music promotion was based on fact world-famed Laurindo Almeida composed the Latin-American musical score for the picture.

Mark Tenser, executive vice president of Crown, who set the Florida campaign on "Escape from Hell Island," reports detailed promotions have been collated by the company for "instant" local application by exhibitors elsewhere.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

## Theatres In New Tabloid Giveaway Plug Summer Pix

Distribution in hardtop theatres and drive-in theatres of 1,500,000 copies of a twelve-page roto tabloid magazine carrying news and photos on 32 new motion pictures for the Summer movie season got underway recently.

Titled "Summer Movie Preview," the project is a joint effort by Los Angeles exhibitors and distributors and will have full color front and back covers including a double-truck color spread inside. This is the sixth time in three years that such a publication has been distributed without charge to moviegoers.

Among Southern California exhibitors who will distribute the tabloid are National General-Fox West Coast Theatres, Pacific Drive-in Theatres, Fred Stein-Statewide Theatres, United Artists Theatres, Metropolitan Theatres, Stanley Warner Theatres, and other independent theatre owners.

Other circuits in the country participating include W. S. Butterfield Theatres, Detroit; Armtsrong Circuit, Inc., Bowling Green, Ohio; Georgia Theatre Company, Atlanta; Schine Circuit, Inc., New York; Hamrick Theatres Corp., Seattle; West Side-Valley Theatres, San Francisco; Intermountain Theatres, Inc., Salt Lake City; Texas Consolidated Theatres, Inc., Dallas; Alliance Amusement Co., Chicago; Stewart & Everett Theatres, Inc., North Carolina; Wineland Theatres, Washington, D. C.

Also Martin Theatres of Georgia; Commonwealth Theatres, Kansas City and Puerto Rico, Interstate Circuit, Inc., Dallas; Jefferson Amusement Co., Inc., Beaumont, Texas; Blumenfeld Enterprises, San Francisco; Consolidated Theatres, Inc., North Carolina; Westland Theatres, Inc., Colorado; Wolfberg Theatres, Denver; Standard Theatres, Inc., Wisconsin; Lockwood & Gordon Ent. Inc., Boston; Fox Midwest Theatres, Kansas City, Mo., and Fox Intermountain Theatres, Denver, Colorado.

In addition, the tabloid will be distributed through chain and retail supermarket stores and professional offices.

The magazine was put together by Robert G. Sweeten, advertising-promotion-exploitation director of National General Corporation, and Leonard Schwartz of Pacific Drive-in Theatres, in cooperation with production-distribution advertising heads.

## Summer Campaign Boosted

As a special salute to the motion picture industry's "Summertime Is Movietime" season, four newspapers in the Los Angeles area—the Los Angeles Times, Los Angeles Herald-Examiner, (Hollywood) Citizen-News and (North Hollywood) Valley Times—recently carried spreads on the coming new film product. The campaign was sparked by National General Corporation and its key subsidiary, Fox West Coast Theatres.

Ten distributors—American-International, Buena Vista, Columbia, Embassy, Metro-Goldwyn-Mayer, Paramount, 20th Century-Fox, United Artists, Universal and Warner Bros.—were mentioned in an editorial and pictorial preview of 40 new pictures.

Pete Latsis, publicity-public relations director of National General Corporation (Fox West Coast Theatres), and Jack Case, advertising-publicity director of Pacific Drive-In Theatres, compiled the material.



On hand recently to receive the "Summertime Is Movietime" proclamation from Los Angeles Mayor Samuel W. Yorty at City Hall ceremonies were, left to right, Harvey Lembeck, Donna Loren, Candy Johnson and Jody McCrea, featured in America International's "Bikini Beach."



Barbara Rush, who portrays Maid Marian in Warners' "Robin and the 7 Hoods," models a hat of Sherwood Green to plug the new Frank Sinatra film.

## Radio Salutes "Bedtime"

A day-long radio salute, a live fashion show in the lobby in front of the theatre and a day of giveaways of special gifts highlighted the world premiere activity on Universal's "Bedtime Story," at the RKO Palace recently.

The day-long radio salute was over radio station WINS which had six mobile units around town and offered listeners free admissions and other surprises to the first listeners reaching the mobile units.

The live fashion show in the lobby and in front of the theatre tied in with Kayser-Roth, was a lingerie and bathing suit show with models appearing on the hour at eight different times between 12 Noon and 3 P.M. and between 6 P.M. and 9 P.M. The WINS disc jockeys acted as emcees at the fashion shows.

Special gifts were offered the first 10 patrons entering the theatre each hour as well as several unusual gifts.

The day-long promotional jamboree to herald the World Premiere of the film was part of Universal's extensive promotional campaign on the picture which has seen Shirley Jones in New York for a week of press activity and radio interviews.

## Schine (Continued from page EX-597)

Series for six weeks to eight merchants starting July 15.

The Pontiac Theatre, Saranac Lake, New York, will be holding a Summer Vacation Movie Series thanks to the efforts of manager Tony Anderson. This Series is being sponsored by 10 local merchants starting Wednesday, July 15, and running for five consecutive weeks.

Nick Kauffman, Rialto Theatre, Little Falls, New York, has also come through with a Summer Vacation Kiddie Series with 10 of his local merchants for four weeks starting July 22.

Charles Tamme, Kent Theatre, Kent, Ohio, has set up a Summer Vacation Movie Series in his situation. This Series is in conjunction with the Kent Area Chamber of Commerce, and the starting date is Thursday, July 23 for four consecutive weeks.

Harry Unterfort, zone manager, set a back-to-school rental at the Paramount Theatre, Syracuse, New York. The Canada Dry Bottling Company will sponsor this rental on September 12 . . . and Harold Lee has set his Christmas Kiddie Show rental at the Babcock Theatre, Bath, New York! Harold has the Security Trust Company and the Bath National Bank tied-up for this rental on Thursday, December 24.

# British Activities

by Jock MacGregor

Albert E. Hallam, ABC, Old Kent Road, South London, is situated in a tough neighborhood where the average youngster is advanced for his age. In consequence he works particularly hard to maintain the interest of the ABC Minors attending his Saturday morning matinees and tries to give them something new each week. A popular addition is the Pathe News particularly when an Adults Only picture prevents the youngsters seeing it in the normal program. Even so the decision to show rests with his monitors. Favorite subjects are sports events, royalty, beat groups and color coverages. Talent contests are always well received. For the Minors 16th Anniversary celebration he acquired the services of a local beat group and a conjurer staged a caged birds competition which tied in with the special children's feature, "Wings of Mystery" and promoted a seven pounds birthday cake carrying the ABC motive. Unable to attend, The Mayor arranged for an Alderman to be present to receive the cake on behalf of a children's hospital. A valuable press resulted. At Easter, Minors collected chocolate and farm eggs for the same hospital and again the press spotlighted the Minors in the best manner.

Since no competition was included in the press book for "McLintock," Lee C. Prescott, Odeon, Bury, created one of his own. He persuaded a local editor to publish a scene still and invite children to design a poster using it as a basis. There were 222 entries. As a street stunt a staff man dressed as a cowboy rode around the town for one hour on each of the seven playdates with a special saddlecloth carrying theatre and film credits plus screening times. Prescott also created his own press competition for "West Side Story." Four stills were published and readers were invited to write their own captions. LP and EP records of the sound track were offered as prizes.

When John L. Smith, Ritz, Edinburgh, learned that The Beatles were to do a one-night stand at the sister ABC Theatre he immediately booked some tickets for his Minors. The next was how to dispose of them. The Monitors decided that a twist contest was the answer. This was spread over eight weeks and followed by two semi-finals. The final was judged by a feature writer in the Edinburgh Evening News and Dispatch who used a plug in her column. Photos were carried in five papers. For "Viva Las Vegas," Smith fixed six record displays in prominent stores. A motor cycle agent staged a "Honda Display" and in return lent a machine for an eye catching foyer display.

Playing a pre-release of Otto Preminger's "The Cardinal," R. E. Gordon, Odeon Bristol, ran a late night show in advance of opening and invited 100 Film Jurors to apply for tickets and give their verdict on postcards after the screening. This caught the imagination of press and public alike, and varied and, in some cases complicated, were the reasons given for supporting individual applications for selection. One which made the Bristol Evening Post came from Assistant Keeper D. K. Stone, of the famous Eddystone Lighthouse, who was visiting between tours of duty. He reckoned that if he did not attend that performance he might never catch up with the film again and he really wanted to see it. 99 jurors in various ways said: "Don't miss this exciting film" All cards were displayed in the foyer. All the theatre's mail was sent in over printed envelopes with movie and theatre credits and playdate.

W. E. Pryor, Odeon, Aberdeen, delighted Columbia by placing a five part serialization of "Dr. Strangelove" in the Aberdeen Evening Express. . . . Finding that David Nott, who has a part in "What a Crazy World" which J. H. Thorne was to show at Odeon, Hatfield lives in Earby he immediately arranged for a personal during the week prior to opening. No less than three press photographers and three reporters covered the show which he billed as "Local Boy Makes Good."

"Nothing But The Best" inspired Fred Tyler, ABC Empire, Coventry, to go after a composite page in Coventry Express but that title proved so irresistible that he ended up with two! Prominently featured was an eye catching color splash of the red headed star, Millicent Martin. A tie-in with the Road Safety Campaign was worked on the angle "Nothing But The Best is good enough for your safety—your child's safety, etc." . . . At the Coventry Gaumont, G. Lockyer, adopted the French style when he played "In The French Style." Members of the staff in French national costume greeted patrons, there was a display of French farm produce and members of a scooter club drove to the theatre carrying suitable pennants. French perfume, wines and scooters provided for a number of window displays. . . . A. G. Cattell, of the ABC, invited the commanding officer and officers of the Junior Leaders Reg't., Royal Corps of Signals, at nearby Denbury to the first night of "Zulu." Not only were they accompanied by 12 trumpeters who blew a fanfare in front of the theatre on the arrival of the CO, but he was rewarded with a useful photo showing him with his guests in the Evening Herald Express. . . . Lee C. Prescott, Odeon, Bury, persuaded the local Peelers Scooter club to drive around the district and to the theatre in procession flying pennants reading: "Kings of the Road go to see 'Kings of the Sun' at the Odeon, Bury." They did the trip on three separate days.

## THE EXHIBITOR'S EXPLOITATION EFFORTS

JAMES E. COLE, manager, State, Lebanon, Pa., for his recent engagement of Columbia's "Hey There, It's Yogi Bear" centered his campaign around a color-in contest. A toy store was lined up to supply the prizes which consisted of a gym set, children's pool, sand box, 30 gift certificates, a special prize to the youngest entry and 20 pairs of passes to see the picture—54 prizes in all. Two weeks in advance of opening a large ad was placed in the comic page of the local newspaper telling all about the contest and encompassing a picture to color. One thousand fliers were placed on cars using the same ad set up as appeared in the paper, three columns x 11 inches. Another thousand were handed out from the theatre and toy store. A week before opening a small reminder ad was placed on the comic page to remind people that the contest was still open and that entry blanks were still available at the theatre and at the toy store. A four foot x six foot window streamer was placed in the window of the toy store telling all who passed by that "Yogi Bear" was coming to the State and inviting kids to enter the contest. The toy store also purchased 1,000 lapel buttons which both the store and the theatre gave out. We supplied the window streamers and an in-store record plugging the Yogi Bear toy and the cartoon film. Both promotional items were available gratis from Columbia. In the theatre a special display featured colored stills and was set up behind the candy stand three weeks in advance. A 40 x 60 was displayed for two weeks in front of the theatre. The lobby, intermission and concession stand records were all used two weeks in advance of playdate. In addition to the NSS trailer, the teaser trailer was used in advance. All prizes for the contest were displayed in the theatre giving credit to the toy store, of course. The local newspaper cooperated with a two column scene mat; and all this was backed up by an extensive television and newspaper campaign.

CHARLES FOGEL, manager, King, King of Prussia, Pa., rigged up a home-made lobby display on MGM's "The Seven Faces Of Doctor Lao" which featured an aquarium. He found some blue paint that gave the glass a cracked effect when dry. Three sides of the bowl was painted; a head of Doctor Lao was cut from the press book and glued to the back of the bowl. A blue light shined into the bowl giving it a mysterious, deep sea effect. A color still was used as a transparency to brighten up the display, which was lettered: "This genuine baby sea serpent from bottomless Lake Panohain in China, if removed from water will double its size every 10 seconds growing into a monster. You will see this happen in "7 Faces Of Dr. Lao." Some Chinese characters were also lettered on the side of the sign. The only problem we had was keeping the catfish alive. Patrons found the display very amusing and it caught the desired attention.

HARRY L. GAINES, manager, Trans-Texas' Hollywood, Ft. Worth, Texas, had a big promotion with Braniff Airways on MGM's "It Happened In New York." In cooperation with Braniff, radio station KXOL, and Ridglea Travel Service, a contest was run on "Why I would like To Spend Sunday In New

## Smart Amsterdammers

have found a new, wonderful way to spend an evening that is all the rage. It is called . . . "The Movies."

For two or three hours while the movie is in progress, nobody can talk to you about Cuba, Viet Nam, Foreign Aid or the Civil Rights' Bill. There are no interruptions such as soap commercials, deodorants, toothpaste, beer commercials, cigarette filters, sprays or mountain climbing automobiles. The "movie circuit" is replacing the "cocktail circuit."

I am listing in consecutive order beginning with the current attraction, "Seven Days in May," eight straight weeks of top entertainment that will enhance the movie habit. They are, in order: "Love With a Proper Stranger"; "Dactar Strange-love or How I Learned to Stop Worrying and Love the Bamb"; "America, America"; "The Incredible Mr. Limpet"; "Sunday In New York"; "Captain Newman, M.D."; "Soldier in the Rain"; "Fantasia" and Disney's "Maonspinners." They will be followed by other big pictures now in the process of release, including "Cleopatra." All on a giant screen —

F. K. O'Kelly  
MOHAWK THEATRE

F. K. O'Kelly, manager, Schine's Mohawk, Amsterdam, N. Y., recently placed this clever ad in the local Evening Recorder thus getting across some institutional copy as well as plugging current and coming attractions.

## Study Guide For "Becket"

A special educational study guide has been prepared for Hal Wallis' "Becket," Paramount release starring Richard Burton and Peter O'Toole.

Elaborately printed in two colors, the "Becket" study guide has been serviced to all public and private school officials and teachers in playdate cities and suburbs. The guide features a review of the Middle Ages, a comprehensive bibliography, suggested classroom exercises and activities, the story of "Becket," a review of medieval architecture, a giant wall map of Medieval Europe, and a "time line" that permits teachers to position events in history. A special film strip incorporating scenes from "Becket" and a dialogue script also are being made available.

The study guide was prepared with the aid of experts in Medieval History.

York." In 50 words or less the contestants wrote an essay on this topic with the winner receiving two tickets, round trip, to New York for the week-end. The winner had several months in which to use the tickets. Ridglea Travel Service furnished the expenses for the weekend—hotel bill, food, etc. Braniff Airways came through with a huge window display in the downtown area. This was 10 feet high and 30 feet wide and was lighted at night. Another highlight of the engagement was the personal appearance of Jane Fonda, who was tendered a reception at the Press Club in the Hotel Texas, where she was greeted by members of the press, radio and television. An interview was taped at this affair and televised by one of the local stations later. Four radio stations also interviewed the star on tape for later broadcasts.

## TWA Ads Plug "Sam"

A major ad campaign by TWA Airlines, aimed at newspapers in America's major cities, the Saturday Evening Post and Life Magazine and television outlets throughout the country, will shower a barrage of publicity on David Swift's "Good Neighbor Sam" as part of TWA's efforts to tell travelers of its in-flight movie program.

Magazine breaks of the ad, which shows Jack Lemmon and Romy Schneider in a scene from the Columbia Pictures release across the complete top of the page, emphasize, "Only on TWA! First run movies such as 'Good Neighbor Sam' . . ." Current schedules call for the ad to appear on two full-color pages in the Saturday Evening Post and one full-color page in Life. Black and white renditions of the TWA ad are scheduled in major newspapers in Boston, Washington, Chicago, Los Angeles, San Francisco and New York, each bearing substantial exposure for "Good Neighbor Sam."

The basic theme of the TWA ad approach is "Only TWA begins your Western vacation with a brand-new movie."

For Theatre-  
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THEATRE  
FORMS  
AND  
SYSTEMS

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Actual sample sheets  
of all "Plus Services"  
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# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1, 100-200 combinations. Can be used for **KENO \$3.50 per M. PREMIUM PRODUCTS**, 339 West 44th St., New York 36, N. Y.

**COMIC BOOKS—Surprise Bags—Free Catalog.** HECHT MFG., 184 W. Merrick Road, Merrick, New York.

## FOR SALE

2 **SIMPLEX PROJECTORS** serial no. 15612 and 16216 with RCA sound heads, Peerless Arc Lamps, Complete Booth, less amplifier \$325.00. W. A. HEVEY, 116 Cottage St., Meriden, Conn.

## FORMS AND SYSTEMS

For the Best in **THEATRE-TESTED** and **APPROVED FORMS** and **SYSTEMS . . . EXHIBITOR BOOK SHOP**, 317 N. Broad St., Philadelphia, Pa. 19107.

## SPEAKER CONES

**DRIVE-IN THEATRE SPEAKER CONES BAD?** Mail one to us for **FREE SERVICE**; no obligation. High quality; low prices. **WESTERN ELECTRONICS CO.**, 3311 Houston Ave., Houston, Texas 77009 (Serving theatres since 1950).

## THEATRE SEATING

**COMPLETE SEATING SERVICE.** Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. **MASSEY SEATING COMPANY INC.**, 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

**WEEKLY THEATRE** and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. **WINDEX DIVISION**, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

**DON'T DELAY! ORDER NOW!**

The New 12 Month Set of Booking Sheets for the Full Year Starting June 28, 1964

## "Pocket-Size" DATE BOOK

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Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new **EMPLOYMENT SERVICE** is available to ALL theatres without reservation. It is not necessary to subscribe to **MOTION PICTURE EXHIBITOR** to avail yourself of this service. No other industry trade paper offers it! And it is completely **FREE!**

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**DIGNIFIED, MATURE MANAGER** supervisor. European experience. Prefer South or West of Connecticut. Will take over public relations and publicity for circuit if desired. Bonafide offers. **BOX A71, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**MANAGER**, 20 years experience, small city or metropolitan first run. Full knowledge all phases, promotion minded, not a "key carrier." 42 years old, family man. **BOX B71, c/a M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

**EXPERIENCED THEATRE MANAGER** wanted for circuit. **BOX C71, c/o M. P. EXHIBITOR**, 317 N. Broad St., Phila., Pa. 19107.

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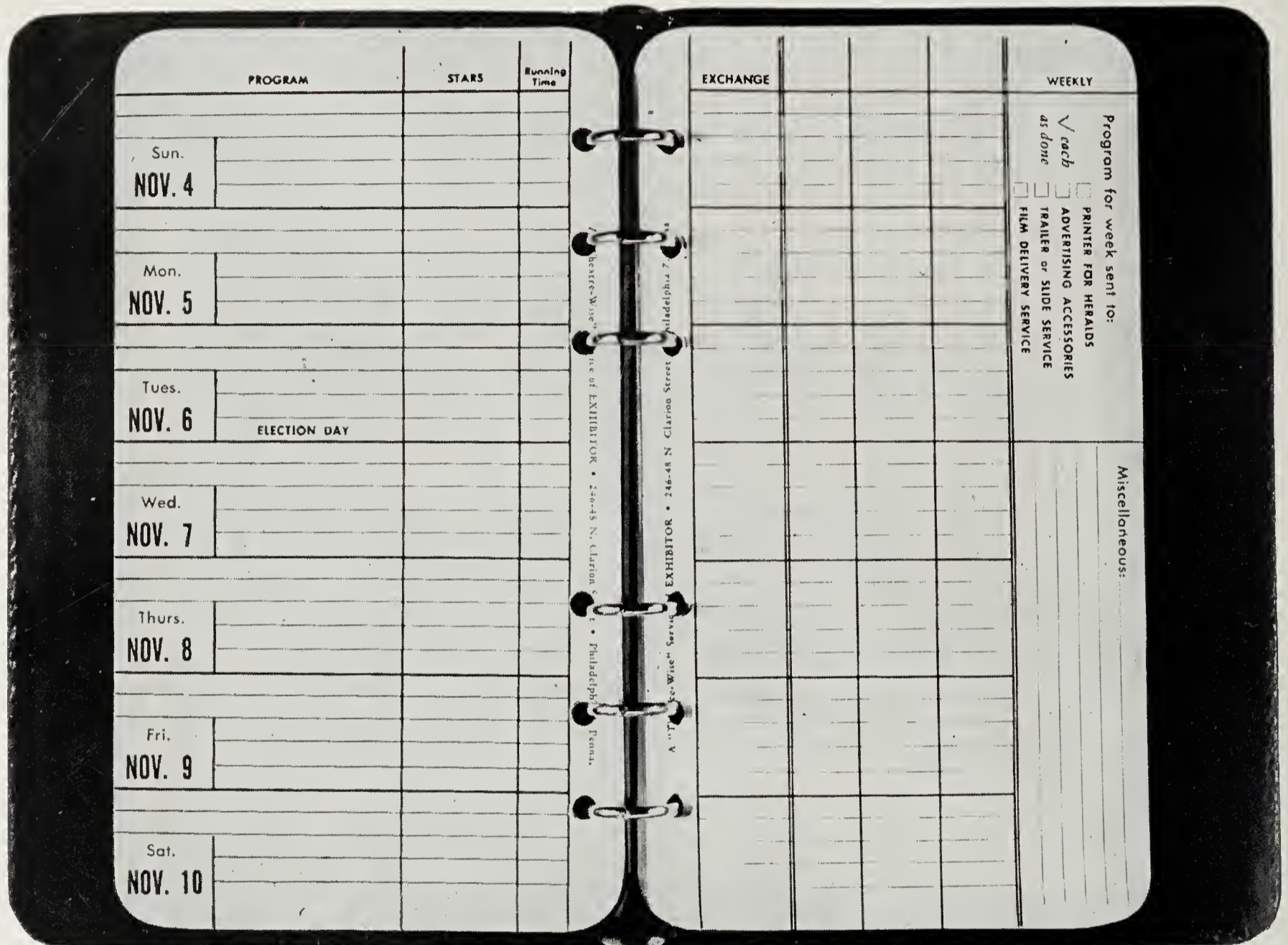
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